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|  | **Pratik Ghoghari**  **9702850621**  [ghoghari.pratik07@gmail.com](mailto:ghoghari.pratik07@gmail.com)  [Pratik.ghoghari@yahoo.com](mailto:Pratik.ghoghari@yahoo.com) | **SNAPSHOT**   * Business Operation, Marketing & Franchisee store operations for pan India level * Experienced professional in Sales & Marketing, Diamond Grading and Jewellery Consulting (Home try on), since 2006. * In depth knowledge of the offerings of the store, e.g. difference between different types of metals, gemstones etc. understanding of the processes used to make jewelry. * An effective communicator possessing excellent presentation & soft skills with very good marketing management, logical and problem-solving abilities. * Recognized for successfully meeting targets, and nurturing fruitful relationships with customers.   **EXPERIENCE**  **Operation Manager – JewellersKart.com**  **From 12-08-2022 till date**  **Responsibilities**   * Ensure all operations are carried out in an appropriate cost-effective way. * Formulate the strategic & Operative Objectives. * Vendor Management, Order Management, Client Data Management, Managing the Team. * Implementation & Alignment of Process. * Internal Co-ordinate with the respective team for website delivery.   **Customer Relationship Management – Ejohri Jewel Hub Pvt Ltd.**  **From 17-10-2019 Till 10-06-2022**  **Responsibilities**   * Gold Loan processing applications, Tie-up with Bank’s & Nbfc, Lead Generation thru social media marketing camping. * Interacting with customer on escalation with regards to wrong order received. * Interacting with customer over phone, chat & email. * Set up camping & on boarding process for new jewelers thru social media platform & BTL activities.   **Operation Head (Sale’s & Marketing) – Birla jewels & Precious Metals Ltd. From 12-09-2017 till 27-08-2019**  **Responsibilities**   * Working directly with Franchisee owner, helping identify their needs and selling them jewelry. * Franchise face-lite store operations. * Conducting sales, presenting jewelry, and inspecting jewelry * Executed daily/weekly/monthly sales goals. * Building long-term relationships with customers thru data base. * Brand promotion in ATL (Above the line) & BTL (Below the line). * Marketing strategies includes online & offline platforms. * Digital Marketing platform.     **Jewellery Consultant (Home try-on) – Bluestone Jewellery & Lifestyle Pvt.Ltd.**  **From Oct. 2015 till 18 Nov. 2016.**  **Responsibilities:**   * Working directly with customers, helping identify their needs and selling them jewelry. * Answering customer questions and effectively sell products. * Conducting sales, presenting jewelry, and inspecting jewelry * Process payment for products or service. * Executed daily/weekly/monthly sales goals. * Participation on BTL activates, to derive sale for organization. * Attended product training classes and seminars and participated in pre-selling drives to maximize sales. * Building long-term relationships with customers.   PRIOR EXPERIENCE   * Diamond Assorting and Sales   ATB JEWELL’S  (1st Mar, 2011 to 1st Sept, 2015)   * Diamond Assorting and Sales& Marketing,   ASHNI JEWELLS  (1st Apr, 2007 to 31st Dec, 2010)   * Sale Executive   HYPER CITY INDIA PVT LTD  (22nd May, 2006 to 28 march 2007)  EDUCATION   * Pursuing AWS (Amazon Web Services) * PGDM in Foreign Trades (Imports & Exports) * MBA in (Marketing & Aviation Management) * BBA in (Marketing & Aviation Management) * Digital Marketing * HRD ANTWERP DIAMOND LAB (Training of diamond grading) * GIA India Laboratory Pvt. Ltd (Training of diamond grading)   OTHER SKILLS   * Computer Knowledge – MS Office, Internet, Email, OS – XP and Windows 10   PERSONAL DETAILS   |  |  | | --- | --- | | Name: | PRATIK GHOGHARI | | Father's Name: | Sri. Ramesh Ghoghari | | Date of Birth: | 24-Mar-89 | | Marital Status: | Single | | Address: | A/17, 4th Floor, NayaSagar Apt. Old Nagardas Road, Andheri (E), MUMBAI – 400069. | | Contact: | +919004320241 / +919702850621. | | E-Mail: | ghoghari.praik07@gmail.com Pratik.ghoghari@yahoo.com | | Languages known: | English, Hindi, Marathi, Gujarati | | Nationality: | Indian |   I hereby declare that the information provided above is true to the best of my knowledge and belief.  Date:    Place: PRATIK GHOGHARI. |
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