



Nishank Choraria

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📍 Jaipur

Profile

An experienced professional in the field of CRM support, sales support, digital marketing, B2B and B2C sales, obtained a combined experience of 6+Years in the Automobile and IT industry. Looking forward for career growth and to work with an organization that can offer the required exposure for overall skill development and is an inspiring leader.

Professional Experience

Business Support Executive, Girnar Care Pvt.Ltd.

Aug 2018 – Nov 2021

Jaipur, India

Key Result Areas:

- Managed 5 core CRM processes like lead management system, Dealer Website & social media pages, Lead distribution system, IVR process, and used Car inventory process
- Structured the backend process flow for 4 new products and looked after the enhancement of the existing tools using data analytics tools resulting in a 30% increase in performance of the internet users like the field sale team of 1000+ users and the inbound and outbound teams
- Maintained regular quality checks for all the products and tools and provided support in training more than 300+sales executives over the CRM tools Pan India

Highlights:-

- Resolved over **20K+** Sales queries.
- Managed the backend of lead management tool for more the 18K Automotive dealers (Car, Bike, and Trucks) Pan India.
- Awarded as The Employee of the month for 14 times
- Managed the Facebook and Ad word campaign for more than 3k dealers in Pan India

Digital marketing executive, Genx Soft Technologies Pvt. Ltd.

May 2017 – Jul 2018

Jaipur, India

Key Result Areas:

- Managed client company handles via social media platforms like Facebook, Twitter, LinkedIn, Instagram to generate online reach.
- Devised engaging social media strategies for 30+ clients that helped cultivate traffic on 100+ landing pages, increasing web presence, and enhanced brand awareness

Highlights:-

- Generated close to **1 million** reach along with 15,000 interactions on Twitter via awareness campaign which also led to a good 80% hike in traffic on our client's webpage
- Performed Hashtag Marketing on Instagram from a new handle & successfully generated 300+ followers for in-house brands like esarthi.com and jobinbox.in

Jr. Automobile Designer & Customization Consultant, Highway Car Care, Burdhan , West Bangal.

Jun 2015 – Sep 2016

Burdhan, India

Key Result Areas:

- Provided the client with a basic level outline of the project, using tools like Creo parametric and AutoCAD
- Created 500+ PowerPoint presentations for various clients to provide insight on the project details
- Added 60+ new clients from Pan India using cold calling, data mining skills, from platforms like OLX and Quicker

Highlights:-

- Successfully created a client base of 60+ loyal clients through the car customization journey
- Worked actively in more than 35 projects, pre delivering the finalized product before the expected timeline

Skills

Corporate Communication

Catered to 10K+email queries, skilled in providing training to 50+ new aspirants on corporate communication

Presentation skills

Creating ppt's and charts for business and client presentation and internal data analysis

Training and Coaching

Devised training modules for Sales and Sales support teams, coached 300+new Inducted employees

Report and Manpower Planning report

Created daily productivity reports and manpower reports to maintain the shrinkage and process enhancement

Client support

Resolved the client's queries using fresh desk and CRM support tool, to provide a timely resolution to internal and external clients

Excel

Well-versed with Excel tools and commands, used it for data interpretation and daily report renders

Leadership and mentorship

Mentored and trained 15+employee on various products/tools and email writing skills, providing an environment of trust and growth

Content Writing

Designed and created content for operations team

Education

Post Graduate Diploma In Management(Marketing and HR), Taxila Business School, Jaipur ✉

2016 – 2018

Jaipur, India

Batchelor in Technology (Automobile Engineering),

Doon College of Engineering and Technology(Uttarakhand Technical University)

2011 – 2015

Dehradun, India