

# PRATHNA

Customer Support Specialist | Client Relationship Executive | Customer Success Associate



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## PROFESSIONAL SUMMARY

Dedicated and empathetic professional with 5+ years of experience in client interaction, issue resolution, and customer relationship management across diverse industries. Skilled at delivering exceptional service, resolving queries, and ensuring customer satisfaction. Proven ability to communicate effectively, multitask, and remain calm under pressure. Eager to contribute to a customer-centric organization with a commitment to support excellence.

## ACADEMIC BACKGROUND

**IGNOU, Delhi**

**Dec 2023 - Present**

MBA in Marketing

**COURSERA, New Delhi** **Apr 2023 - June 2023**

Google Data Analytics Professional Course

**GGSIPO, New Delhi**

**June 2017 - Oct 2020**

Bachelor of Business Administration (BBA)

**High School Diploma**

**2016 - 2017**

Central Board of Secondary Education

## WORK EXPERIENCE

**CUSTOMER RELATIONSHIP EXECUTIVE**

**Aug 2024 - Present**

Redcube Digital Media, New Delhi

- Managed ongoing communication with clients to ensure satisfaction and resolve queries promptly.
- Handled CRM updates and lead follow-ups, ensuring accurate records and timely service.
- Supported account managers in client meetings to provide tailored solutions.
- Responded to inbound inquiries and conducted client visits, boosting retention and trust.

**CLIENT SUPPORT COORDINATOR**

**Jan 2022 - Feb 2024**

ACSG Corp, New Delhi

- Acted as the primary point of contact for clients, addressing service-related concerns and ensuring smooth resolution.
- Conducted outreach via calls and emails, gathering feedback and enhancing service quality.
- Maintained detailed reports, client data, and correspondence logs in CRM.

## SALES & SUPPORT ASSOCIATE

Riva Appliances Pvt. Ltd., New Delhi

June 2019 – Jan 2022

- *Provided post-sales support to clients, resolving installation or delivery-related queries.*
- *Generated invoices and quotations and followed up for payments and customer feedback.*
- *Managed documentation and maintained strong communication with internal departments to meet customer needs.*

## CONTENT SUPPORT SPECIALIST

Innovalance Learning Systems, New Delhi

June 2018 – Jan 2019

- *Delivered accurate and timely subject-specific content to support client needs.*
- *Edited and proofread documentation to ensure clarity and compliance.*
- *Collaborated with internal teams for client content solutions.*

## EXTRA-CURRICULAR ACTIVITIES

- *Completed Public Speaking Course at Toastmasters International*
- *Interned in Social Media Marketing at Panasonic India*
- *Presented a business idea at the Entrepreneurship Cell of TIAS*

## SKILLS

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|--|--|
| • <i>Customer Service &amp; Support</i>          | • <i>Time Management &amp; Patience</i>          |
| • <i>Customer Relationship Building</i>          | • <i>Conflict Resolution</i>                     |
| • <i>CRM Management (Zoho, Salesforce)</i>       | • <i>Active Listening &amp; Empathy</i>          |
| • <i>Communication (Verbal &amp; Written)</i>    | • <i>Email Etiquette &amp; Ticket Resolution</i> |
| • <i>Computer Literacy (Google Suite, Excel)</i> | • <i>Adaptability &amp; Critical Thinking</i>    |

## INTERESTS & HOBBIES

- *Reading*
- *Learning New Tools*
- *Listening to Music*
- *Traveling*

## LANGUAGES

- *Hindi (Native)*
- *English (Fluent)*
- *Punjabi (Basic)*