

# Pallavi Godara

**BUSINESS DEVELOPMENT ASSISTANT — Financial Planning, CRM Tools, Lead Generation**

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## SKILLS

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- **Business Development & Strategy:** Lead generation, market research, CRM tools (Salesforce, HubSpot).
- **Customer Relationship Management:** Inquiry handling, complaint resolution, cross-selling techniques.
- **Sales Operations:** Cold calling, pipeline management, sales automation tools, Live Chat software (e.g., Aircall).
- **Banking & Finance:** Financial product analysis, KYC documentation, portfolio assessment, AML protocols.

## WORK EXPERIENCE

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### Operations Team Lead

**November 2022 – Present**

*Ma's Best Foods Inc.*

*Canada*

- Executed detailed planogram strategies to restructure shelf, generating a 15% increase in product visibility and sales efficiency. Enhanced retail operations by analytical merchandising insights and hired new employees.
- Mediated high-stakes customer issues, resolving 80% of cases in a successful manner within first contact. Elevated brand loyalty by maintaining support channels. Revamped inventory procedures using digital tracking methods.

### Customer Service Representative

**January 2022 – September 2022**

*Walmart*

*Ontario*

- Maintained a loyal client base of over 50 regular customers, driving a 95% satisfaction score via regular service techniques. Strengthened client relations with check-ins and follow-ups amplifying departmental revenue by 10%.
- Addressed over 100 inquiries weekly with an average resolution time improvement of 30%. Reduced complaint escalations through solving real-time problems. Partnered with the department manager to craft all campaigns.

### Sales Marketing Manager

**December 2018 – November 2020**

*AAKAAR*

*India*

- Investigated underperforming accounts and restructured 15+ client portfolios, resulting in a 25% surge in revenue. Increased profitability through strategic targeting. Directed a unit of 5 junior marketers, achieving a 20% rise.
- Modernized cross-platform promotional campaigns, driving up market engagement by 10%. Expanded outreach through integrated marketing tactics. Leveraged analytics to refine content delivery and digital footprint.

### Customer Success Specialist

**December 2017 – November 2018**

*CKreta Solutions*

*India*

- Elevated CSAT scores by 25% by delivering highly customized client experiences across all contact channels. Nurtured satisfaction by feedback integration and handled 100+ daily calls by surpassing support benchmarks.
- Instituted a customer training initiative leading to a 10% boost in retention metrics. Designed resources tailored to user behavior patterns. Enabled the service team to act faster, resulting in a 15% improvement in response.

## INTERNSHIPS

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### Summer Programme Student

**June 2016 – July 2016**

*EM Normandie, France*

- Completed a 4-week module in cross-cultural management, participating in interactive workshops with students.

### Summer Programme Student

**May 2016 – June 2016**

*ESSCA, Budapest*

- Studied post-modern marketing and applied concepts to a real-world automotive brand project and engagement.

## PROJECT EXPERIENCE

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### Business Development Associate - *Seashell Logistics*

- Generated over 8 new B2B client accounts within 3 months by initiating cold calls, conducting needs assessments.

### Volunteer - *Heart Foundation NGO*

- Developed the 'MAD' (Meals A Day) plan, meals to underprivileged children and promoted online & offline.

## EDUCATION

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### Project Management Certificate

**September 2022 - April 2023**

*Fleming College, Toronto*

### International Business Management Certificate

**September 2021 – April 2022**

*Seneca College, Toronto*

### Post Graduate Diploma in Management

**June 2015 – April 2017**

*ITM Business School, India*

### Bachelor of Commerce (B.Com)

**July 2012 – May 2015**

*The IIS University, India*