

Arun Singh Shah

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Seeking assignments in Marketing / Business Development / Human Resource with a frontline Organization of high repute
Synopsis

- ❑ **M.B.A (Marketing & Human Resource)** from Nimbus Academy of Management, Dehradun Uttarakhand Technical University, Uttarakhand.
- ❑ **Currently associated with Aakash Educational Services Ltd as Manager-Business Development.**
- ❑ *Demonstrated abilities in expanding the Market, Brand Building and generating New Business and targeting the potential customers*
- ❑ *A quick learner with the ability to work under pressure and meet deadlines.*
- ❑ *Exceptionally well organized with a track record that demonstrates self-motivation, creativity and initiatives to achieve the set goals.*
- ❑ *Acquire excellent Interpersonal, Communication and Organizational Skills with proven abilities in Team Management, Customer Relationship Management and Planning.*

Academia

- ❑ **M.B.A(Marketing & HumanResource)** from Nimbus Academy of Management 2008
- ❑ **Masters of Arts (Sociology)**from Kumaon University,Nainital,Uttaranchal 2006
- ❑ **Bachelors of Arts** from Kumaon University,Nainital,Uttaranchal 2004
- ❑ **12th**from Government Higher Secondary School Rupa,ArunachalPradesh 2001
Under C.B.S.E. Board
- ❑ **10th**from Government Higher Secondary School Rupa,Arunachal Pradesh 1999
Under C.B.S.E Board

Career Highlights

**Nov'23-Till Date- Aakash Educational Services Ltd – New Delhi Manager-
Business Development.**

- *Handling B2C/ B2B business*
- *Responsible from Pre-sales to post-sales.*
- *Creating BANT Qualified leads.*
- *Handling multiple regions.*
- *Responsible for signing SIP program with schools.*
- *Direct connect with the stake holders of school Chairman, Director, Principal.*
- *Visiting School in the assigned territory.*
- *Presentation to students & parents stake holders about the program*
- *Responsible for doing admissions in SIP Program*
- *Closing sales.*

March'23-Nov'23

Nergy India Pvt Ltd- New Delhi

Sales Head

- *Handling sales & Business Development.*
- *Responsible to creating business partners across India.*
- *Responsible to sell Licenses to business partners.*
- *Participating in different events.*
- *B2B Sales, B2C Sales.*
- *Brand Promotions.*
- *College & University Outreach.*
- *Selling PAAS to B2B Market.*
- *ATL & BTL Activities for lead generation.*
- *Responsible for planning digital activities.*
- *Team Handling.*
- *Closing Sales.*

March'22 - March'23

Edureka- New Delhi

Area Sales Head

- *Handling the Assign Region for Business Development.*
- *Handling existing centers.*
- *Responsible for profit and loss of centers/regions.*
- *Responsible for increasing enrollments at each center in different courses.*
- *Tie up with different vendor/admission consultants.*
- *Doing tie up with colleges and Universities.*
- *Planning ATL & BTL Activities for each center for lead generation.*
- *Responsible for business growth of each center.*
- *Handling team members of each center.*
- *Achieving admissions for each center MOM*
- *Signing of franchise centers in the assigned region*

Nov'20 -Feb '22

Wheebox- Gurugram

Manager-Sales

- *Responsible to acquire new customer and generating new business.*
- *Pre-sales to post-sales activities.*
- *Digitization of educational institutions through SAAS.*
- *Selling PAAS, RPAAS, LMS to HEI.*
- *Connect with higher educational institution to generate business.*
- *Demonstration of service.*
- *Conducting SOW with the clients.*
- *Develop & maintain long-term trusting relationship with clients to accomplish long-term company objectives.*
- *Closing the deal.*
- *Communicating with client from pre sales to post sales.*
- *Travelling to different cities to meet client to close the deal*

Dec'12-Oct '20

CADD Centre Training Service Pvt Ltd, New Delhi

Manager-Business

Development

- *Handling North Region.*
- *Manage a network of Centre's in different cities of North India.*
- *Support the Centre's in their centre operation as per the corporate office guidelines and make them profitable.*
- *Follow-up with sales, Counseling, technical team and check if they are following the given task on a day-to-day basis, to take care of the existing students.*

- Coordinate with regional office and corporate office.
- Make the Centre's to do regular marketing activities.
- Make the centre's visit colleges and schools regularly to conduct seminars and generate walking enquiries.
- Meeting Principal or the concern person to take permission for conducting seminar in Schools
- Counseling Students and enrolling them into different program of the center.
- Franchise Network Expansion in the assigned territory.
- Meeting with Franchise Enquiry and converting them into Partners.
- Participating in Franchise Expo and Business opportunity show.

Dec'11-Dec '12 Jetking Infotrain Ltd,New Delhi Asst.Manager-Channel Sales

Position Summary

- Handling a business of Franchisee centers in north India, Business development for the company through Franchisee centers.
- Heading the marketing planning functions including segmentation and targeting, product offerings, implementation.
- Visiting different school of particular city for giving seminar/workshop for promoting Jetking Courses.
- Doing counseling of enquiry and converting them into admissions for Franchise centers.
- Implementing marketing strategy through successful campaign development, up-sell and retention plans.
- Directing internal teams of external franchisees to challenge existing marketing programs and to identify new opportunities to optimize risk and reward trade-offs by fostering open communication to evaluate current practices.
- Generating periodic market reviews, analyzing franchisee performance, target achievements and budgetary adherence for recommending corrective actions accordingly.
- Directing all ATL and BTL initiatives to enhance market presence for company and drive customer acquisition.
- Evaluating overall results of plans in terms of turnover, profit & share of marketing volume in addition to planning for the future by attending economic forums, social events, trade show, and exhibitions.
- Managing outstanding with franchisee centers.

Jul'08-Dec'11 The ICFAI University, New Delhi Team Leader

Position Summary

- Team management and supervision of team.
- Counseling of students and doing enrollments for different UG/PG Programs of the university.
- Planning and execution of new marketing strategies for team.
- Coordination with team members and top management.
- Led team activities, marketing and business relationships.
- Interviewed and hired applicants for team development.
- Provided necessary guidance to students or applicants.
- To motivate and encourage the team.
- Performed other related responsibilities required to achieve targets.
- Vendor development.
- To organize campaigns in different/School/institutes in territory to create awareness about the courses ICFAI University.
- To maintain relationship with different coaching institutes for selling of admission forms, and organizing events in the institutes through which

admissions can be done.

Key Deliverables:

- ❑ *Running the sales and marketing operations & accountable for increasing sales growth and driving sales initiatives in order to achieve business goals.*
- ❑ *Identifying prospective clients, generating business from the existing clientele, there by achieving business targets.*
- ❑ *Conducting competitor analysis & competency mapping for keeping abreast of market trends and competitor moves to achieve market share metrics.*
- ❑ *Identifying and developing new streams for revenue growth and maintaining relations with customers to achieve repeat/referral business.*
- ❑ *Handling client queries, undertaking steps for effectively resolving them as well as ensuring customer satisfaction.*

Industrial Training

Sales Promotion Activities

Organization: Mahindra & Mahindra Ltd. (Farm Equipment Sector), Rudrapur, Uttarakhand

Duration : 1Month

Department: Sales

&Marketing Role : Trainee

Personal Dossier

Date of Birth: 20th June 1985

Address: D-21, 2nd Floor, Mohan Garden Uttamnagar. Delhi-

59 Linguistic Abilities: Hindi & English.

