

Ajay Singh

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OBJECTIVE

Seeking long term role in Business Development and Marketing Operations with an organization of repute.

APERCU

- A competent professional with 18+years of experience in Marketing & sales operations, Business Development, Revenue Generation, Key Account Management & Relationship Management.
- Proficiency in conceptualizing strategic Marketing plans for a product/services through market analysis, competitive analysis, pricing, customer engagement, and revenue generation.
- Experience in Brand Building by utilizing advertising, events, activities & network in revenue generation: conducting various promotional activities for raising awareness & profitability.
- An Out-of-Box Thinker with a proven track record of increasing revenue, streamlining workflow & creating a team work environment to enhanced productivity.
- An Effective communicator with excellent interpersonal, problem solving and planning skills.

Core Competencies

Strategic Planning

Brand Promotion

Data Preparation and Analysis

Business Development

Business Operation

Strategic Team Handling

Market Segmentation

Project Management

Event Management

Brand Promotion

- Conceptualizing and implementing promotional activities schedules and campaign from time to time through hoarding, local dailies, seminars, campaign, road-shows at major cities in northern India.
- Planning Marketing strategy and Marketing activities for attracting customers in coordination with macro plans of the organization

Business Development

- Business planning /forecasting for assessment of revenue potential in business opportunities and reviewing the marketing response by doing competitor analysis and trend analysis.
- Taking Care of the sales & marketing operations and handling cost saving initiatives with focus on achieving revenue/sales growth.
- Utilizing public information and personal network for developing marketing intelligence so as to generate leads.

Operations Management

- Handling the operations related for human resource, expenses, marketing, customer care & sales for ensuring proper implementation of policies and SOP for smooth functioning.
- Carrying out Vendor negotiations.

Team Management

- Designing and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.
- Conducting meetings for setting up objectives and designing or streamlining processes to ensure smooth functioning.
- Providing directions, motivation and training to the field team, ensuring optimum performance.

PROFESSIONAL SCAN

Working in Avani Saanvi Vidyamandir at hamirpur in Himachal Pradesh as a General Manager from August 2021 till now

Job Profile: This position is to dive Customer preference in order to grow revenue, by analyzing market response and proposing strategies; implement those strategies through market research, product development, advertising, and sales promotion within the Region.

Worked in Career Point from 1st Sep 2020 to Aug 2021.

Job Profile: This position is to establish the set up the corporate Branch at Patna. I have pioneered the Branch at Patna.It was to make this start up reach at breakeven point. It is analyzing market response and proposing strategies; implement those strategies through market research, product development, advertising, and sales promotion within the Region.

The position is to look after the administration, Sales & Marketing and operation. Apart from that It was to build up the team and train the staff.

Worked in Aakash Institute, from 1st August 2016 to 1st May 2020 as Branch Head:

Job Profile: This position is to establish the set up the corporate Branch at Yamunanagar. I have pioneered the corporate Branch in the Tamilnadu Town.It was to make this start up reach at breakeven point. It is analyzing market response and proposing strategies; implement those strategies through market research, product development, advertising, and sales promotion within the Region.

The second Corporate branch pioneered at Yamunanagar.

Presentation to the Parents and students in schools and at the centre. Great Opportunity to be in the team of Inauguration of 186th Branch of Aakash .Successfully enrolled 550 + Students in the very First year and got 1st Position in granting minimum scholarship in the whole country.

Accomplishments:

- Actively involved in implementing and developing of Business development & Marketing strategies for market expansion.
- Acted as a Start-up member Narayana and where successful in the first year of project.

Sep 2012- July2014 in IITian's Pace Education Pvt. LTD, as Zonal Head (Marketing)

Job Profile: This position is to drive Customer preference in order to grow revenue, by analyzing market response and proposing strategies; implement those strategies through market research, product development, advertising, and sales promotion within the Region.

Key Accountabilities:

- Planning and implementing Marketing strategies/activities to build the brand across Mumbai in order to achieve laid out objectives.
- Budgeting and follow through
- Branding through various proven methods related to promotional activities and marketing events for increasing revenue and brand awareness.
- Assist in designing advertisements, brochures, display visuals and other relevant marketing materials for brand promotion and lead generation.
- Identify and evaluate institutional buyers to achieve the sales targets.
- Effective Administration at all the centers.

Accomplishments:

- Actively involved in implementing and developing of Business development & Marketing strategies for market expansion.
- Acted as a Start-up member for IITians PACE Medical Wing and where successful in the first year of project.

2010- 2012 Aakash Institute, as Zonal Coordinator (Marketing) at H.O in Delhi & Mumbai

Job Profile: Enroll maximum students at all centres of Aakash ,Presentation in Schools ,Based on the marketing plan, fix KRAs for the next level managers/staff in the department under assigned Zone.

Key Accountabilities:

- To draw an action plan for business development short term and long term in conformance with the company's objectives.
- Formulating strategic plans to enhance marketing and sales operations.
- Conceptualizing and implementing promotional activities schedules and campaign from time to time through hoarding, local dailies, seminars, campaign, road shows etc.
- Define and implement strategies for market penetration
- Formulating a budget for all the promotional activities, sales campaign, road shows & seminars to be held and managing them by guiding and coordinating with different teams in the region.
- To promote the Aakash Tablet in mumbai

Accomplishments:

- Proud receiver of performance award – 2011 “**Aakash Gaurav**” from Aakash Institute; awarded a performance appraisal with promotion plus incentives.
- Acted as a Start-up member for Aakash Foundations Wing & Aakash Tablet and where successful in the first year of project.
- Emerged as a leading speaker in Aakash institute and used to travel throughout the country for the same.

PREVIOUS ASSIGNMENTS

2009- 2010 : **Geeta Group of Institutes. Panipat (HR)** as Marketing Head & Faculty for all the colleges' viz., Engineering, Law, MBA & Hotel management

Key accountabilities & Accomplishment:

- To mobilize students to Panipat seeking admission in Engineering, Law and MBA from DELHI , Kolkata Lakhnow and Bhutan
- Conducted the Biggest Talent Hunt Examination in Geeta Group followed by Quiz across Haryana and Delhi for Branding and accelerating admissions
- To be responsible for conducting Personality Development Programmes for all the courses in Geeta Group of Institutes (Successfully Started batches in each year for programs offered in Geeta Group of Institutes)

2008-2009 : **Delhi Institute of Technology and Management as Admission Head and English Faculty**

- Responsible for filling the seats allotted in all the branches of Engineering and MBA approved by AICTE
- Training and Placement and organize visits for budding Techies and Managers to the factory and Head offices of the companies.
- Teaching the Engineering students English curriculum & Business communication to the MBA students and arranging PDP classes
- During this year all the seats were filled and finally they applied for more seats

2007-2008: **Luxmi Devi Institute of Engineering & Technology at Alwar (LIET) as an English Faculty and Marketing Head**

- Responsible for admission and Teaching /generating revenue
- Also conducting PDP classes and mobilizing students from Delhi to Alwar

2006-2007: Pragati Public School Dwarka, NEW DELHI affiliated to CBSE as **PGT (English)**

- Was teaching English Language and literature to class XI and XII
- Responsible for the academic excellence in the subject and personality development of all the students
- To improve communication skills and encourage students for extra curricular activities

2003-2006: Rinchen Higher Secondary School affiliated to ISC Board located in Thimphu (Bhutan)

1998-2002: Majeediya School in Republic of Maldives affiliated to **Cambridge University London** located in **Republic of Maldives** and transferred to **Immadudin School** again located in Republic of Maldives on its inauguration and joined the Foundation team.

1995-1998: Manohar Public School located in Sagar (M.P) as an English Teacher.

EDUCATION

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| • M.A English from Himachal Pradesh University | Year 2008 |
| • B.A (Regular) from Himachal Pradesh University, Shimla | Year 1989 |
| • XII (Arts) | Year 1986 |
| • X (CBSE) from Military school Chail (shimla Hills) | Year 1984 |

Additional Qualification:

- Diploma in Working with E-Commerce and Web Application Programming in the **year 2003** from NIIT' Institute, Shimla Acquired knowledge about Java programming, HTML coding, SQL & Internet Marketing.
- IT FORTE: Well versed with MS- Word, Excel, PowerPoint and Internet Applications.

BEYOND CURRICULUM

- Short Listed for SSB interview in National Level Exam 'NDA' conducted by 'U.P.S.C.' in **1985** out of approx. 3 Lakh students appeared for approx. 250+ positions.
- Capitained school Basketball Team & Athletics team. Represented the School in IPSC in the year 1986

PERSONAL DETAILS

Date of Birth	:	5 th February 1970
Address	:	Flat No86, Pocket B, Phase 2 sector 13, Dwarka ND -78