

# ARIJIT GHOSH

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## CAREER OBJECTIVE

To achieve a challenging position in a growth-oriented Organization that recognizes and values individual Contribution. To stamp my authority in Business Development and giving flying colors of prosperity to the organization I work.

## PROFESSIONAL SYNOPSIS

- 18 Years of Experience in Marketing, Sales, Business Development, Corporate Sales, Institutional Tie Ups, Team Leading, Technology Solutions, Elearning/K12, Budget Forecasting, B2B Sales
- Operation management in Education and Training Industry.
- Proven track record of achieving sales targets and effecting growth in revenue.
- Excellent record of accomplishment piloting and driving several business lines and products into new marketplaces
- Strong communication, interpersonal, analytical & team building skills with proficiency at grasping new concepts quickly and utilizing the same in a productive manner

## ORGANISATIONAL EXPERIENCE

### Tenure

Since Feb 17

### Company Name

T.I.M.E.

### Designation

Manager

### Primary Responsibilities:

Managing the entire marketing, enrollment and revenue generation efforts for the UG Program (CLAT, IPM) Portfolio across all five centers of T.I.M.E. in Kolkata Planning and implementing marketing campaigns for brand promotion, according to budgetary allocations..Leading a team of on-roll Marketing Executives and off-roll Field executives and guiding them to achieve individual activation and sales targets

. Serving as the Business Mentor for T.I.M.E. Park Street center and responsible for yearly revenue realization targets. Utilizing market intelligence reports on competitor performance to offer product pricing and discount schemes Organizing events, seminars and BTL activation & student mobilization activities Hunting for institutional tie-up opportunities, Formulating proposals, closing deals

Furnishing weekly, monthly & quarterly reports of various marketing activities; submitting detailed analysis of results and aligning plans to attain sales targets.

Sharing research findings with the team & front-desk for help during lead closing and conversion.

### Highlights:



Achieving a Growth of 25.31% in UG Product in the year 2019 – 2020



Institutional Tie up with IEST Shibpur, BESC College, Shri Shikshyaniketan College, Belur RamKrishna Mission Vidya Mandir.



Schools Tie up Adamas International School, Ratnakar Point School, Gokhale Memorial Schools, La Martinere Boys School, Agrasain Balika Vidyapeeth, Gurukul English Medium School, St Joseph & College School

<b>Tenure</b>	<b>Company Name</b>	<b>Designation</b>
OCT'13- Jan 17	ICFAI University	Team Leader (Flexible Learning Divison)

**Primary Responsibilities:**

- ◆ Leading Branch with a team of 6 Persons. 1 SrCounsellor,1 Sr Executive, 4 Executives
- ◆ Responsible for Over All growth of the branch revenue
- ◆ Manpower Recruitment
- ◆ Budgeting for Branch
- ◆ Co-ordination with regional accountant for monthly expenditure of the branch
- ◆ Coporate Tie Ups through Seminar, Events,
- ◆ Responsible for Monthly and Yearly Target setting for the Branch

**Achivements :**

Achieved 3rd Best Branch Pan India for the financial Year 2015-2016  
Achieved 2nd Best Branch Pan India for the financial year 2014-2015

<b>Tenure</b>	<b>Company Name</b>	<b>Designation</b>
OCT'11- Jan 13	S Chand Harcourt India Pvt Ltd (Digital Classroom Solution of S Chand Publishing)	Product Manager

**Primary Responsibilities:**

- ◆ Visiting the Institutions (Principal, Schools i.e. private, presenting the proposition to the management, arranging for the demo, and increase the Sales.
- ◆ Taking after the Howrah, Hooghly, Bankura, part of Kolkata and South 24 Parganas
- ◆ Setting up Digitally Classroom Solution and handling direct sales, .
- ◆ Maintain Monthly Reports and coordinating with management.
- ◆ Coordination with the technical team for the content development and time to time collecting the feedback from the market and client for development phase.
- ◆ Support after post implementation and teacher training regarding the content and technology, accounts documentations and collection.
- ◆ Handling end-to-end solutions in selling Projects.
- ◆ Active participation in negotiating, budgeting and responsible for end-to-end customer service in products.

**Highlights:**

Successful in implementing the Smart Class Solution in Schools Like Kanchrapara English Medium School, El Bethel Schools, Little Laureate Chain of Schools

**Tenure**

Jan'11 - Sep'11

**Company Name**Pearson Education Services Pvt Ltd  
(Digital Classroom Solution of Pearson)**Designation**

Area Manager

**Primary Responsibilities:**

- ◆ Visiting the Institutions (Principal, Schools i.e. private, presenting the proposition to the management, arranging for the demo, and increase the Sales.
- ◆ Taking after the Howrah, Hooghly, Medinipur, part of Kolkata and South 24 Parganas
- ◆ Setting up Digitally Classroom Solution and handling direct sales,
- ◆ Maintain Monthly Reports and coordinating with management.
- ◆ Coordination with the technical team for the content development and time to time collecting the feedback from the market and client for development phase.
- ◆ Support after post implementation and teacher training regarding the content and technology, accounts documentations and collection.
- ◆ Handling end-to-end solutions in selling Projects.
- ◆ Active participation in negotiating, budgeting and responsible for end-to-end customer service in products.

**Highlights:**

Successful in implementing Smart Class Solutions for Schools like National Gems School, Marian Co-Educational School

**Tenure**

Oct'09 - Jan'11

**Company Name**ICOFP  
(Wing of Bajaj Capital )**Designation**

Asst Manager

**Primary Responsibilities:**

- ◆ Heading CFP product with a team of 3 Counsellor and 1 Sr Marketing Executive
- ◆ Institutional Tie up with Financial Organisation.
- ◆ Overall responsible for Centre revenue generation
- ◆ Organising Seminar at different financial company
- ◆ Maintain Relationship with Head of different financial company for reference and bulk admission from the particular company

**Tenure**

Sep'06 - Sep'09

**Company Name**

ICFAI University

**Designation**

Sr Executive

**Primary Responsibilities:**

- ◆ Coporate Tie Ups for Bulk Admission for ICFAI Distance Learning Program
- ◆ To Meet Hr/HOD of different organization for conducting seminars, event
- ◆ Visiting Organisation for Cold Call
- ◆ Over all revenue Generation
- ◆ Meeting Individual Target & Team Target

**Tenure**  
Apr'03 - Aug'06

**Company Name**  
ICICI Lombard General Insurance

**Designation**  
Financial Service Consultant

**Primary Responsibilities:**

- ◆ Looking after 2 Branches of Centurion Bank
- ◆ Generating Leads from Bank Branches for General Insurance
- ◆ Closing the Deals through negotiation
- ◆ Maintain Relationship with Centurion Branch Bank Employees for lead Generation

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**Current COMPANY PROFILE**

T.I.M.E. is India largest test -prep institute with a pan India presence and headquartered in Hyderabad. Established. in 1992, T.I.M.E. today operates out of 200 offices located in 100 towns and cities across the country. Over 40 IIT/IIM graduates form part of the core team at T.I.M.E. T.I.M.E. provide guidance for CAT, Bank, GMAT, GRE for college students and also provide guidance for IIT Foundation, CLAT, IPM for the school students

**CORE COMPETENCIES**

Operating System:

- o Windows 8.
- o Linux

**ACIEVEMENT DETAILS**

- ⇒ “Achieved 3<sup>rd</sup> best Branch in Pan India in terms of revenue generation for the financial year 2015-2016.
- ⇒ “Achieved 2<sup>nd</sup> best Branch in Pan India in terms of revenue generation for the financial year 2014-2015.
- ⇒ “Achieved 2<sup>nd</sup> Best Product Manager Award in terms of Signing highest Classroom Pan India for the financial year 2012- 2013 at S Chand Harcourt India Pvt Ltd.
- ⇒ “Achieved 3<sup>rd</sup> best team Award in Pan India at ICOFP for the year 2010-2011
- ⇒ “Achieved 2<sup>nd</sup> Best Executive Award in East and North East India at ICFAI for the year 2007-2008.

**ACADEMIC QUALIFICATIONS**

- ⇒ 2002 Bachelors Degree in Commerce (B.com) from University of Calcutta with 2nd Division.
- ⇒ 1999 Higher Secondary from W.B.C.H.S.E with 1st Division
- ⇒ 1997 Madhyamik from W.B.B.S.E with 2nd Division.

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**PROFESSIONAL QUALIFICATIONS**

- ⇒ 2002 Financial Accounting Program from Brainware .

**PERSONAL DETAILS**

- ⇒ Father's Name : Subrata Ghosh
- ⇒ Date of Birth : 7th November 1979
- ⇒ Marital Status : Married
- ⇒ Residential Address : 2/162 Bijoygarh, Jadavpur, Kolkata – 700032.
- ⇒ Languages Known : Bengali, English, Hindi.
- ⇒ Hobbies: Playing Cricket and football.