

CURRICULUM VITAE

Deepti Saluja

Corresponding Address

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Sector-2, Faridabad, Haryana-121006

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❖ **FUNCTIONAL SKILLS**

Admissions, Counselling, Institutional Sales and Marketing, Business Development.

❖ **WORK EXPERIENCE- (TOTAL WORK EXPERIENCE-15 YRS)**

COMPANY'S NAME (From Present Job)	LOCATION	DESIGNATION	ROLE	PERIOD OF TIME
Admission Consultant	Delhi NCR	Free lancer	Admissions & Counselling	July 2018 - 2023
J K Business School	Off Sohna Road, Gurugram	Manager	Admissions , Counselling & Business Development	May 2017- June 2018
IMM -FOSTIIMA Business School	Qutab Institutional Area, New Delhi	Sr. Counsellor	Admissions, counselling & Marketing	Nov. 2016-May 2017
British Institute of Computer Academy	Faridabad	Centre Head	Admissions, Marketing, Administrative, HR	Sept. 2011-April-2013
J K Business School	Off Sohna Road, Gurugram	Assistant Manager	Admissions , Counselling & Marketing	Sep 2006-Dec. 2010
NIILM School of Business	Badarpur Border, New Delhi	Sr. Executive	Admissions, counselling & Marketing	July 2003-Aug.2006

❖ **LAST EMPLOYMENT**

- ❖ **Company:** JK Business School (Courses Offered- PGDM, BBA, B.com (Hons), Affiliation –AICTE, MDU,Rohtak)
- ❖ **Designation:** Manager (Admissions & Marketing)

❖ **LAST JOB PROFILE**

➤ **Marketing and Sales**

- ❖ Forecasting Monthly/Annual sales target and executing them in a given time frame. Devising and effectuating competitive sales programs, strategies to improve the product awareness and ensure enhanced brand visibility.
- ❖ Handling marketing expansion project of JKBS service in all over India.
- ❖ Looking after Admissions & Conducting Presentations, Seminars, Group Discussions and Interviews.
- ❖ Collects, organizes, and analyses information about students by reviewing records, tests, interviews, and professional sources.
- ❖ Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- ❖ Handling inbound and outbound calls.
- ❖ Dealing with career consultants regarding brand promotions and Business Development.
- ❖ MIS and Analysis of annual Report of admission.
- ❖ Documentation related to Admission procedure.

❖ **Business Development**

- ❖ Territory mapping and market segmentation to identify new customer group to market various product and Increase market share.
- ❖ Organizing and conducting promotional and branding campaigns for generation of business by enhancing brand visibility.
- ❖ Liasoning with Banks for tie-ups for Education Loans for students.
- ❖ Identifying and networking with reliable channel partners, Distributors and Dealers for market penetration and reach.
- ❖ Organising workshop in different schools of Delhi NCR for XIIth Std. Students.

❖ PREVIOUS EMPLOYMENT

- ❖ **Company: IMM FOSTIIMA Business School (Courses Offered- PGDM, Affiliation –AICTE)**
- ❖ **Designation: Sr. Counsellor (Admissions & Marketing)**

❖ PREVIOUS JOB PROFILE

➤ Admissions and Marketing.

- ❖ Looking after admissions & conducting, Group Discussions and Interviews.
- ❖ Collects, organizes, and analyses information about students by reviewing records, tests, interviews, and professional sources.
- ❖ Updates job knowledge by participating in educational opportunities.
- ❖ Handling inbound and outbound calls.
- ❖ MIS and Analysis of annual Report of admission.
- ❖ Documentation related to Admission procedure.
- ❖ Handling team of two junior counsellors.Z
- ❖ Coordinating with Career Consultant regarding admissions.

❖ PERSONAL DETAILS

Date of Birth: 1st August, 1981,

Marital Status:-Married

Kids- 2 Daughters

Nationality: Indian,

Language Known: English, Hindi, Punjabi

❖ EDUCATIONAL QUALIFICATION

DEGREE/ DIPLOMA	YEAR	SCHOOL/COLLEGE	BOARD/ UNIVERSITY	MODE	SPECIALISATION
MBA	2017-19	DAV Institute of Management, Faridabad	Maharishi Dayanand University , Rohtak	Regular	Marketing, International Business
M.Ed.	2012-13	Shiv College of Education, Faridabad	Maharishi Dayanand University , Rohtak	Regular	Education
B.Ed.	2011-12	Bansi College of Education, Faridabad	Maharishi Dayanand University , Rohtak	Regular	Teaching Subjects- Commerce, Economics
PGDIRM (1 Yr. Diploma)	2002-03	College of Insurance & Risk Management, New Delhi	Rai University New Delhi	Regular	General Insurance
BBA	1999-02	DAV Institute of Management, Faridabad	Guru Jambheshwar University of Science & Technology, Hisar	Regular	Management
Certificate course in Computers	6 Months	JLJ, Faridabad		Regular	Basic
XIth	1998-99	Gita Bal Niketan Sr. Sec. School	CBSE	Regular	Non-Medical
Xth	1996-97	Gita Bal Niketan Sr. Sec. School	CBSE	Regular	General

(Deepti Saluja)