

HARENDRA TRIPATHI

Associate Marketing Manager

+91-9877451580

Harendratripathi41@gmail.com

Prayagraj - Uttar Pradesh

ABOUT ME

Strategic marketing professional with 3+ years in EdTech, experienced in offline campaigns, business operations, and academic coordination. Skilled in driving high-impact ATL/BTL executions, optimizing lead funnels, and managing regional growth initiatives. Known for aligning marketing and academic goals to enhance student engagement and institutional performance.

EDUCATION

AMITY UNIVERSITY

MBA (2023 – Present)

LOVELY PROFESSIONAL UNIVERSITY

B.Sc. Hospitality & Tourism (2017 - 2020)

SKILL

- ATL & BTL Campaign Management
- Business Operations Handling
- ROI Analysis & Performance Tracking
- Seminar & Event Execution
- Orchestration
- Leadgen

WORK EXPERIENCE

PW Only IAS - Marketing Lead

Aug 2024 - Present

- Spearheaded regional marketing strategy for PW Only IAS Prayagraj, delivering **1,000+ UPSC** and **350+ UPPCS admissions** within 10 months through **BTL-led campaigns** synchronized with academic calendars.
- Managed an average **monthly spend of ₹6–7 Lakhs**, optimizing CPL via geotargeting, field routing, and high-yield outreach; achieved **28% CPL reduction** and drove **₹7 Cr+ revenue** from TAM (Total Addressable Market).
- Executed **50+ on-ground activations** and **25+ OOH placements**, resulting in **25% increase in centre walk-ins** and **30% uplift in Tier-II city leads**; campaigns like NSAT and UPSC & PCS Launch collectively generated **6000+ leads**.
- Aligned faculty, product, and marketing verticals for seamless campaign execution and batch launches; introduced student profiling and ROI dashboards to track performance, earning recognition for **most efficient regional conversion funnel**.

Vision IAS – Marketing Executive

March 2023 – Aug 2024

- Drove **15%+ student growth** via bookstore tie-ups, flyer drops, and print outreach in 40+ UPSC zones across Lucknow and nearby districts.
- Led **30+ seminars**, generating 4,200+ leads with **12–15% conversion**, boosting regional admissions.
- Mapped competitor activity to identify gaps, enabling focused outreach in **high-potential academic clusters**.

Unacademy – Business Development Executive

March 2021 – Aug 2022

- Consulted and converted high-intent leads across Judiciary (PCS-J) and UPSC verticals, offering personalized academic guidance and course mapping
- Maintained 1:1 engagement with prospects and high-conversion nurturing via CRM tools, resulting in consistent monthly revenue milestones.
- Generated over ₹55 Lakhs in revenue through strategic counseling, upselling bundled programs, and driving renewals across student cohorts.

BYJUS – Business Development Associate**July 2020 – March 2021**

- Conducted product demos and handled objection management with professionalism, enhancing trust and long-term client relationships.
- Achieved consistent monthly revenue targets through high-conversion teleconsulting and solution-based selling across K-12 and UPSC product lines.
- Delivered personalized counseling sessions to prospective students and parents, aligning BYJU'S learning solutions with individual academic goals.

TAJ Exotica Resort & Spa Maldives – Internship**Jan 2020 – Dec 2021**

- Supported hospitality sales and VIP guest coordination.
- Managed day-to-day operations in bar and fine-dining restaurant settings.
- Delivered high-end guest service aligned with luxury hospitality standards.
- Managed F&B inventory and compliance processes.