

# MD OBAIDULLAH KHAN

## Senior Marketing Associate

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### Profile

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Results-driven Senior Marketing Associate with 4+ years of experience in B2B Sales, Offline marketing, Lead Generation, and School Outreach within the EdTech and Financial sectors. Proven expertise in executing BTL/ATL campaigns, brand promotions, and customer relationship management. Adept at building partnerships, driving enrollment growth, and organizing impactful marketing initiatives.

### Education

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<b>Master of Business Administration (MBA), Chandigarh University</b> Grade/Score-6.2 CGPA	2023 – 2025 Chandigarh, India
<b>Bachelor of Business Management, Magadh University</b> Grade/Score-69%	2018 – 2021 Gaya, India
<b>Intermediate of Science (ISC), Hadi Hashmi Senior Secondary+2 High School</b> Grade/Score -65%	2016 – 2018 Gaya, India
<b>Matriculation, Al-Momin International School</b> Grade/Score-9.4 CGPA	2006 – 2016 Gaya, India

### Professional Experience

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<b>Senior Marketing Associate, Physics wallah Pvt Ltd</b> •B2B Sales: Develop and maintain relationships with local schools, educational institutions, and other potential partners to drive business growth. •Lead Generation: Execute marketing campaigns designed to generate leads and expand the customer base. •Offline Marketing: Implement and manage offline marketing strategies, including flyers, posters, events, and other local initiatives to promote the brand and services. •School Outreach: Identify and connect with schools in the local area to offer tuition services, build partnerships, and establish a presence in the community. •Campaign Organization: Plan and execute promotional campaigns in collaboration with local schools and educational events. •Brand Promotion: Organize offline brand activations, events, and campaigns to promote the PW Vidyapeeth in the local community. •Market Research: Stay updated with local educational trends, school activities, and competitor actions to identify marketing opportunities.	05/2023 – Present Patna & Ranchi
<b>Marketing Executive, BYJU's-The Learning App</b> •Represented BYJU'S in BTL promotional events at parks, malls, departmental Stores. •Engaged with parents/customers to generate leads and book free home demos. •Managed smooth operations of BTL activities. •Counseled students on BYJU'S learning methods and converted them to premium subscribers.	08/2021 – 04/2023 Gaya, Bihar

**Bajaj Capital, Customer Relationship Officer**

01/2021 – 07/2021

Gaya, India

- Provided financial representation and advice to clients.
- Collected documents and ensured timely issuance of insurance policies.
- Handled premium collection and deposits.
- Conducted client servicing, cross-selling, and renewals.
- Sourced references and generated business through calls and corporate clients.
- Attended training sessions to enhance product knowledge.

**Skills**

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- Communication
- Lead generation
- BTL Marketing
- Brand Activation
- Market Research
- Client relationship management
- Up Selling
- LeadSquared CRM
- B2B Sales
- Offline Marketing
- Campaign Execution
- Brand Promotion
- Competitor Analysis
- Cross Selling
- MS Office ( Word, Excel & PowerPoint)

**Languages**

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- English
- Hindi
- Urdu

**Interests**

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- Travelling
- Social Work

**Declaration**

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I hereby declare that all the above mentioned information is true and correct to the best of my knowledge.

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**Md Obaidullah Khan**  
Gaya, India