



PRAGESH CHANDRA

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PROFESSIONAL SKILLS

- **Strategic initiatives:** Guide the organization on new, innovative ideas to improve the learner experience.
- **Managerial & Technical Expertise:** Highly creative with experience in identifying target audience and devising digital campaigns that engage, inform and motivate.
- **Subject matter expert:** I am also a faculty of Mathematics for Competitive Exams Like CAT, SSC, BANK, Railway, and other State Exams. I have cleared many exams Like GATE, CAT, SSC CGL, LIC ADO, UPPCL ARO, IB ACIO, and IBPS Banking Exams and was Selected as an Auditor in SSC CGL 2017. I have more than 7 Years of Experience in this Field So my primary goal is to help the business heads prepare high-impact content for each competitive exam.

WORK HISTORY

Head Digital Academic Operations (Chief Manager) (04/2022 to CURRENT) MAHENDRA EDUCATIONAL PVT. LTD., LUCKNOW, UTTAR PRADESH

1. Responsible for Business through Digital Marketing, Sales Conversion & Class Management on the YouTube Platform, Live Paid Class Platform & Faculty Allotment on those Classes as per Performance analysis.
2. Develops and implements consistent inventory and cost accounting policies, procedures, and operational reporting/metrics
3. Prepares accurate and timely analyses that capture and communicate business results, variances, and performance trends by Digital Marketing.
4. Build, plan and implement the overall digital marketing strategy through organic or paid campaigns.
5. Establishment of Automation via chatbots, WABA, and CRM and associate with Sales for a High conversion ratio.
6. Measure ROI and KPIs.
7. Track SEO and Google Analytics data and make complex analyses.
8. Leading Academic Team, Marketing Team, and Operation Team for Digital Department.
9. Retains a diverse, highly efficient Team and provides career guidance, growth, and personal development for direct/indirect report employees.
10. Coordinates and leads annual budget reviews, monthly and quarterly reviews, and periodic forecast updates with operational and upper Management.

Digital Manager Academic (07/2019 to 03/2012) MAHENDRA EDUCATIONAL PVT. LTD., LUCKNOW, UTTAR PRADESH

Faculty of Quants (03/2017 to 04/2019) KALP IAS ACADEMY, KANPUR, UTTAR PRADESH

Associate Software Engineer (06/2015 to 01/2017)

Lenovo India, Bangalore, Karnataka

Faculty of Quants (08/2014 to 05/2015)

Career Launcher, Allahabad

**EDUCATION
&
CERTIFICATIONS**

Advanced Programme, Digital marketing, Sales and Analytics

Indian Institute of Management, Kashipur

Bachelor of Technology (Computer Science)

IERT Allahabad (Govt.)

Fundamentals of Digital Marketing & Tag Managers

Google