

## CONTACT ME AT

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## CORE COMPETENCIES

- Admissions & Operations
- Academic Coordination
- Student Counseling
- Salesforce & Zoho CRM's
- Exam Conduction & Coordination
- Student Recruitment Strategies
- Vendor Relationship Optimization
- Advanced Excel / XLOOKUP Expertise
- Data Analysis & Filtering
- Student Affairs / Student Success
- Digital Marketing
- MIS & Reporting

## EDUCATION

- PGDBA Marketing, Symbiosis Centre for Distance Learning, Pune, 2010
- PG Diploma Financial Planning International College of Financial Planning, 2008
- B.Sc. Hospitality and Hotel Administration Institute of Hotel Management, Bhopal, 2005

## CERTIFICATIONS

- O level certificate (2001)

## PERSONAL DETAILS

- Date of Birth: 19<sup>th</sup> September 1982
- Languages Known: English, Hindi & Punjabi

# PARIMAL TAKKAR

Experienced Operations, Administration & EdTech strategist adept at revolutionizing education through innovation. Strong in Operations, Administration, Student affairs & Admissions.

## PROFILE SUMMARY

- Over 17 years of experience in education sector, specializing in Operations, Administration, Admissions, Student Affairs and adept at using Salesforce & Zoho CRM's and Mailmodo for email marketing.
- Orchestrated several events / workshops at ICAI's Non-Standing Committee BOS-Operations as a one-point contact for CA faculties & CA students.
- Provided comprehensive student counseling and support services to promote academic success and personal development.
- All India coordinator for in house ERP software meant for enquiries & enrolments based at FIITJEE, National Admissions office.
- Experience of working with leadership at Head offices of both FIITJEE & ICAI, BOS-O.

## WORK EXPERIENCE

### Presently Working as a Management Professional at Institute of Chartered Accountants of India (May 2025 – Present)

- Working at a contractual position in the Non-Standing Committee of ICAI i.e. Board of Studies- Operations handling regulatory courses under CA curriculum conduction across India.
- Organizing several physical & virtual workshops for CA students across India.
- Handled Administration, Operations & Logistics work at the BOS- Operations, ICAI.
- Planned logistics, Orchestrating the training of all India faculties of CA regulatory courses.

#### Highlights:

- Successfully orchestrated "Train the Trainer" program at Jaipur, Delhi, Kolkata & Mumbai for 100+ faculties of CA Regulatory courses in each event as a one-point contact.
- Organized AURA two days virtual workshop on AI for more than 300 CA faculties & students.
- Organized National Talent Search event for all India CA Students at Jaipur.

### Sr. Manager (Admissions) at FIITJEE Limited, National Admissions Office (Corporate), New Delhi (Apr'2011 – Feb 2025)

#### Key Result Areas:

- Providing comprehensive operational / marketing support to FIITJEE branch offices nationwide as a key point of contact being in Delhi National Admissions office.
- Leading all India FIITJEE program fee auditing process, and key contact point for all India Counsellors and for external auditors.
- Organizing & planning for various FIITJEE events organized through National Admissions Office with the support of vendors.
- Administering and troubleshooting FIITJEE's Enrolment Software to streamline processes across study centers and supervising content development.

#### Highlights:

- Implemented retention initiatives that led to a decrease in dropout rates and increased student satisfaction levels.
- Implemented a new admissions software system that reduced processing time.

### Sr. Executive (Admissions) at Educomp Raffles Higher Education Limited (Jan'2010 - Mar'2011)

#### Key Result Areas:

- Managed Google Leads and Education Fairs to maximize student enrollment.
- Increased brand visibility through impactful school presentations & education fairs.

### Marketing Manager at RNIS College of Financial Planning (Apr'2009 - Jan'2010)

#### Key Result Areas:

- Led seminars and represented RNIS College at national education fairs, boosting brand recognition and student engagement.
- Planned seminars, workshops, and branding activities to enhance lead generation and vendor relationships, driving organizational growth.
- Managed lead generation and student record accuracy for efficient MIS.

## PREVIOUS WORK EXPERIENCE

Senior Executive-Wealth Management, Bajaj Capital, Jun'2008-Dec'2008.

Financial Services Consultant, ICICI Prudential Life Insurance Co. Ltd., May'2006 - Apr'2007.