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CORE COMPETENCIES

- Admissions & Operations
- Academic Coordination
- Student Counseling
- Educational Program Development
- Exam Conduction & Coordination
- Student Recruitment Strategies
- Vendor Relationship Optimization
- Advanced Excel / VLOOKUP 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: 19th September 1982
- Languages Known: English, Hindi & Punjabi

PARIMAL TAKKAR

Experienced EdTech strategist adept at revolutionizing education through innovation. Strong in admissions, student affairs & academic operations and impactful marketing. Seeking roles to drive educational excellence and industry leadership.

PROFILE SUMMARY

- Over 15 years of experience in education, specializing in admissions, student affairs, and operations, optimizing student enrollment and enhancing brand visibility.
- Supervised a team of tele counsellors looking after implementation of Salesforce & MIS team responsible for preparing daily MIS reports.
- Provided comprehensive student counseling and support services to promote academic success and personal development.
- All India head for in house ERP software meant for enquiries & enrolments, key point contact for co ordination & trouble shooting based at National Admissions office.
- Strong foundation in marketing and business development, transitioning into operations to drive organizational success.
- Launched and managed regional recruitment campaigns, expanding market reach by 30% within target timelines.
- Ensured compliance with email marketing regulations, maintaining accurate student contact information.
- Supervision & conduction of examination activities at the campus.
- Developed content, nurtured client relationships, implemented digital marketing strategies, and supervised team operations.

WORK EXPERIENCE

Sr. Manager (Admissions) at FIITJEE Limited, National Admissions Office (Corporate), New Delhi (Apr'2011 - Present)

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.
- Managing leads from various sources to facilitate smooth conversion into registrations and enrollments.
- Administering and troubleshooting FIITJEE's Enrolment Software to streamline processes across study centers and supervising content development to enhance organizational efficiency.

Highlights:

- Implemented retention initiatives that led to a 25% decrease in dropout rates and increased student satisfaction levels.
- Implemented a new admissions software system that reduced processing time by 40%, improving overall operational efficiency.
- Successfully launched and managed regional recruitment initiatives, expanding market reach and increasing admissions from new geographic areas by 25%.
- Led training programs for admissions staff resulting in a 40% improvement in their capability to convert inquiries into enrollments.

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

Key Result Areas:

- Managed Google Leads and Education Fairs to maximize student enrollment.
- Increased brand visibility through impactful school presentations and national Education Fairs, driving student engagement.
- Orchestrated seminars, workshops, and vendor management to boost lead generation and brand resonance.

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