

Parminder Patial

Marketing Professional - Parm Education Services

Kangra, Himachal Pradesh

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Willing to relocate to: Baddi, Himachal Pradesh - Chandigarh, Chandigarh - Ludhiana, Punjab

Work Experience

Marketing Professional

Parm Education Services

January 2014 to Present

An Entrepreneur

(A) Strategic Role:

Dynamic and

- New business development

motivated professional with a proven record •Brand Building Strategies of generating and

- Revenue generation through new account development and key

building relationships,

account management

managing projects from concept (B) Role:

(B) Operational Role: to completion,

- Handling team of 8-10 people

designing educational

strategies, and •Responsible for achieving sales target

coaching individuals to

- Defining the exact marketing processes and responsible for executing the same.

success. Skilled in

building cross- •Developing relevant business proposals

functional teams,

- Handling meeting with key clients

demonstrating exceptional

communication skills, •Provide necessary training to sales team as and when needed and making critical

- Monitoring & evaluating the performance of sales team - by guiding them to move in decisions

proper direction during challenges.

Adaptable and (C) Organizational Role:

transformational

- To enhance organizational effectiveness through setting up appropriate marketing

leader with an ability

strategies to work independently,

creating effective •Consistent follow-through and resourcefulness, in order to achieve organizational

presentations, and goals and objectives.

developing opportunities

Founder, Centre Head

Chanakya Infosys - Kangra, HP, IN
June 2002 to December 2011

177105 Receiver of Best Performance award from the University for Achieving 100% Admission target in Dec, 2004.

Education

Master in Business Administration in Business Administration

I K Gujral Punjab Technical University - Jalandhar, Punjab
June 2003 to June 2005

Digital Marketing Fundamentals

Himachal Pradesh University - Shimla, Himachal Pradesh
May 1993 to May 1996

MFC in Communication and Soft Skills

NIIT - Delhi, Delhi

MBA

PTU - Jammu, Jammu and Kashmir

Skills / IT Skills

- TRAINING (10+ years)
- MARKETING (8 years)
- DIGITAL CAMPAIGN (3 years)
- DIGITAL MARKETING (3 years)
- CREDIT (Less than 1 year)

Online Profile

<https://www.linkedin.com/in/parminder->

Additional Information

SKILLS (TECHNOLOGY Achieved more than 20% increase in pro t year wise.
/ FUNCTIONAL)

Share Incentive increase by university for achieving admission & Placement targets
Digital Marketing in 2007.

Successfully promoted the Institute as the rst choice Institute in local area.

Holds the credit of collaborating with 4 Universities for their courses as Learning
Java centre and admission guidance centre.

Trishna Infotech Pvt. Ltd (NIIT Franchise)

C++ Sr. Faculty Sept 1999 - May 2002

Responsible for conducting training sessions for the students and tech administration.

Web Tech.

Effectively coordinated and conducted the examinations for the students.

Expertly developed the skills of the students and upgraded them for the advanced courses.