

## **Pinki Sanyal**

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### **About Me**

- ❖ Proven Education sector professional with 16+years of experience in the Higher and Professional education spheres spanning across Operations, Business Development, Marketing, Lead Generation, and Admissions, with demonstrable expertise in functioning as a successful Intrapreneur in all the organizations I have worked for ranging from start-ups to already established education brands
- ❖ Am adept at working in high pressure 'start-up' environments where cross-teaming, wearing multiple hats, being agile, and innovative are the rules of play
- ❖ Am a strong "challenger" leader having the ability to understand and implement partner value drivers
- ❖ Have a demonstrated track record of working with partners to deliver strong sales results
- ❖ Have ability to work at multiple levels and an adaptive approach
- ❖ Have demonstrated strategic time management and multi-tasking skills
- ❖ Am comfortable with public speaking
- ❖ In the present organization where I work as a Counselor and Career Development Manager, my chief role is to help my primary customer – the student seeking admission in the institution I represent - evolve their skillsets in order to achieve their highest potential in the work sphere
- ❖ My present day-to-day work involves using my strong Communication skills for acting as a trusted Advisor to my customers and clients so that they may obtain maximum benefits from the programs they are interested in at the institution I represent
- ❖ As Leader of a team of Counselors, I proactively engage with prospects and channel partners to understand and assess customer requirements in order to devise suitable business strategies for the organization where I work presently

### **Current Responsibilities**

- ❖ Since the business is seasonal, I manage a high-performance team to deliver against assigned goals while prioritizing an outstanding customer experience for clients and prospects
- ❖ Work with the team to drive adoption in the late cycle; Create activities and develop the strategy to resolve impediments and scoping out workloads
- ❖ Be responsible for technical aspects of solutions to include such activities as managing product and solution briefings, proof-of-concept work, and the coordination of resources
- ❖ Prepare and deliver messaging in an effort to highlight value propositions using techniques to include whiteboard and slide presentations, product demonstrations, white papers, trial management and documents

### **Education**

- ❖ M.A. in History from Rabindra Bharati, University, Calcutta, in 2007
- ❖ Diploma in Information Technology from State Youth Centre, Calcutta, in 2005

### **Extracurricular details**

- ❖ Have completed 5<sup>th</sup> Year in Kathak dance from Prayag Sangit Samiti, Prayagraj (erstwhile Allahabad)
- ❖ Have performed professional dance shows in groups as well as solo

## **Family Details**

- ❖ Father, Mr. Ashok Kumar Sanyal, is a retired Civil Engineer of the West Bengal Government
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## **Employment Details**

### **Azent Overseas Education**

#### **Student Success Manager Student Support**

**January 15<sup>th</sup> 2023 to Till date**

- Oversee all aspects of our international student services, including program development, student recruitment, admissions, & advising.
- Experienced in providing support and guidance to Study Abroad Aspirants.
- Ability to maintain high satisfaction levels across Study Abroad Aspirants thereby generating a good flow of Referrals.
- Experience of managing/ hiring a team of 6+ counselors. Proven Ability towards meeting Applicant & Visa Targets.
- Identifying Training Requirements & Collaborating with L&D towards implementing training and enabling the team to perform.
- Experience working on CRMs, Proficient with MS Office.
- Efficient at managing & analyzing data as well as interpreting...
- Conduct online telephonic and virtual counseling sessions with students interested in studying abroad.
- Guide students on what courses to opt for based on their profile and interest.
- Assist students in deciding on the universities/colleges and programs to opt for.
- Assist in preparing and filing their applications.
- Guiding students on the visa process and visa applications.
- Participate in educational activities such as exhibitions and events as and when required.
- Azent Overseas deal with International Universities courses like (UG / PG program).
- Develop connect with the prospects and show genuine interest while answering questions, making recommendations & leading dialogue to conversion.
- Perform to close each lead and generate conversions as per specific targets. Also handling face to face career counseling. (In the Zoom meeting)
- Execute prompt follow-up on all enquiries/leads through phone and on emails. Team Handling and providing training to counselors.

## **Leap Scholar**

### **Senior Counselor Student Support**

**January 13<sup>th</sup> 2021, To January 10<sup>th</sup> 2023**

*Represent Leap Scholar in a professional and pleasant manner to all internal & external Students.*

- Conduct online telephonic and virtual counseling sessions with students interested in studying abroad.
- Guide students on what courses to opt for based on their profile and interest.
- Assist students in deciding on the universities/colleges and programs to opt for.
- Assist in preparing and filing their applications.
- Guiding students on the visa process and visa applications.

- Participate in educational activities such as exhibitions and events as and when required.
- Leap Scholar deal with International Universities courses like (UG / PG program).
- Call on fresh leads generated from IVR, Face book & Instagram on daily basis. Must ensure that calls have been made to each query.
- Develop connect with the prospects and show genuine interest while answering questions, making recommendations & leading dialogue to conversion.
- Perform to close each lead and generate conversions as per specific targets. Also handling face to face career counseling. (In the Zoom meeting)
- Execute prompt follow-up on all enquiries/leads through phone and on emails. Team Handling and providing training to counselors.
- Handling individuals and the team through daily, weekly and quarterly sales and compliance targets, objectives and measures. Regular and timely one to one meeting with each member of the team.
- Undertaking the training of entire branch staff, from Counselors to field Officers to back office to the admin officers. Coordinating with building Administrator for any maintenance concerns in the office.
- Work independently with Business and functional teams, to provide professional advice and other functional support required by the Business, Aid Human resource and Finance departments for employee related grievances, including related documentation.
- Conduct periodic internal reviews or audits to ensure that compliance procedures are followed and participating in periodic and regular meetings with team members, the other team leads, trainers and project leads to discuss process impede

### **Assistant Manager (Admissions)**

#### **Doyen Skill**

**August 1st 2016, December 31st 2020**

#### **New Delhi**

Represent Doyen Skill in a professional and pleasant manner to all internal & external Students.

- Conduct online telephonic and virtual counseling sessions with students interested in studying abroad.
- Guide students on what courses to opt for based on their profile and interest.
- Assist students in deciding on the universities/colleges and programs to opt for.
- Assist in preparing and filing their applications.

Guiding students on the visa process and visa applications

- Doyen Skill deal with domestic and international courses like (UG / PG program).
- Call on fresh leads generated from IVR, Face book & Instagram on daily basis. Must ensure that calls have been made to each query.
- Develop rapport with the prospects and show genuine interest while answering questions, making recommendations & leading dialogue to conversion.
- Generate 3 or 4 walk-ins every day.
- Perform to close each lead and generate conversions as per specific targets. Also handling face to face career counseling.
- Execute prompt follow-up on all enquiries/leads through phone and on emails. Team Handling and providing training to counselors.
- Handling individuals and the team through daily, weekly and quarterly sales and compliance targets, objectives and measures. Regular and timely one to one meeting with each member of the team.
- Undertaking the training of entire branch staff, from Counselors to field Officers to back office to the Admin officers. Coordinating with building Administrator for any maintenance concerns in the office.
- Work independently with Business and functional teams, to provide professional advice

and other functional support required by the Business, Aid Human resource and Finance departments for employee related grievances, including related documentation.

- Conduct periodic internal reviews or audits to ensure that compliance procedures are followed and participating in periodic and regular meetings with team members, the other team leads, trainers and project leads to discuss process impediments;
  - Prepare yourself to present official presentation and video to prospect as well as family members by highlighting Skylark USPs.
  - Support prospects in decision-making procedure by understanding needs and how to meet/exceed expectations.
  - Answering solving questions in an optimistic way about the organization.
  - Screening of prospects as per standard guidelines to be selected for Aviation courses.
  - Researching about the competition in the marketplace and prepare yourself in compliance to it.
  - Support prospects while filling admission form and collect supporting documents as per checklist.
  - Generate referrals from new and existing students for all the courses.
  - Maintain Admission tracker/other reports on time for MIS.
  - Follow-up on old prospects within 24hours/as per timeline given to them.
  - Share daily status of all calls to the concerned department.
  - Adhere to the company policies and procedures as per management's instructions.
  - Maintain and offer quality service to all customers by following company standards.
  - Contributes to team effort by accomplishing related results as needed.
  - Be adhere to FEE policy of institute (Registration + Admission + Batch Start Fee)
  - Initiate Registration Fee 20,000 and BSF of Rs.15, 000.
  - Suggest referral programmed to deserving candidate.
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- Handling and servicing client
  - Team Handling and providing training to counselors
  - Co-ordinate with students and clients
  - Providing Career counseling to students
  - Data Analysis

**Assistant Manager, Admissions  
College Dekho (Girnar Soft), Gurgaon  
Feb 2016 to 25th July2016**

- Handling and servicing client like Kirloskar/JIMS/NDIM/Alliance University/Amity University/ GD Goyenka University/JKBS /JECRC/Purnima University/Jain university/etc and many more.
- Team Handling and providing training to counselors (handling team around 8 to 18 people)
- Co-ordinate with students and clients
- Providing Career counseling to students
- Data Analysis
- Handle incoming calls related to Admission Queries & Making calls on hot leads which is generated via web portal. ( we have our own lead generation team and google ad word leads)
- WE have generated admissions in our tied-up clients like Kirloskar/JIMS/NDIM/Alliance University/Amity University/ GD Goyenka University/JKBS /JECRC/Purnima University/Jain university/etc. and many more.
- Provide client servicing and taking acknowledgement from client regarding admissions

- Independently handling International and domestic students for Admissions through email and telephonic conversation.
- Taking care of effective recruitment and staff retention to build a strong team and morale. Coordinating with HR on all personnel action within the department
- Work independently with Business and functional teams, to provide professional advice and other functional support required by the Business, Aid Human resource and Finance departments for employee related grievances, including related documentation
- Analyzing Student's Data and Lead generation Process
- Monitors the performance of the Compliance Program and relates activities on a continuing basis, taking appropriate steps to improve its effectiveness; Participation in trainings, development related activities and other initiatives of the Ethics & Compliance
- Monitors, and as necessary, coordinates compliance activities of other departments to remain abreast of the status of all compliance activities and to identify trends; Monitor grievance reporting mechanism and provide requisite support in internal inquiry process; Develop / maintain an awareness and communication ethics & compliance program.

**Student's Coordinator  
Hindustan Times(HTCampus), Gurgaon  
June 2014 to Jan 2016**

- Managing Admin, Sales & Operations processes, handling overall responsibility of enrollment process and running it in a smooth and profitable way. Monitor daily Operations (MIS, Google Drive,) to ensure a free flow process, and supervise the execution of daily tasks.
- Handle incoming calls related to Admission Queries & Making calls on hot leads which is generated via web portal. ( we have our own lead generation team and google ad word leads)
- WE have generated admissions in our tied-up clients like Kirloskar/JIMS/NDIM/Alliance University/Amity University/ GD Goyenka University/JKBS etc. and many more.
- Independently handling International and domestic students for Admissions through email and telephonic conversation.
- Taking care of effective recruitment and staff retention to build a strong team and morale. Coordinating with HR on all personnel action within the department
- Work independently with Business and functional teams, to provide professional advice and other functional support required by the Business, Aid Human resource and Finance departments for employee related grievances, including related documentation
- Analyzing Student's Data and Lead generation Process
- Provide client servicing
- Monitors the performance of the Compliance Program and relates activities on a continuing basis, taking appropriate steps to improve its effectiveness; Participation in trainings, development related activities and other initiatives of the Ethics & Compliance
- Monitors, and as necessary, coordinates compliance activities of other departments to remain abreast of the status of all compliance activities and to identify trends; Monitor grievance reporting mechanism and provide requisite support in internal inquiry process;

- Develop / maintain an awareness and communication ethics & compliance program.
- Offering Career Guidance to Students
- Co-ordinate with students
- Offering Career Guidance to Students
- Analyzing Student Data
- Provide client servicing

**Career Development Manager**  
**First India School of Business (Talentedge), Gurgaon**  
**May 2011 to 2014 May**

- Managing branch Admin, Sales & Operations processes, handling overall responsibility of branch and running it in a smooth and profitable way. Monitor daily Operations (MIS, Google Drive, Serosoft,, Academia, ) to ensure a free flow process, and also supervise the execution of daily tasks.
- Handle incoming calls related to Admission Queries & Making calls on hot leads which is generated via web portal.
- Handling walking & parents to solve admission related queries & after admission, service-related queries.
- Independently handling International students for Admissions & for face to face Counseling.
- Taking care of all Cash, Cheque & DD Payments. Observe office work schedules & extend work hours as required to support executive. Provide Administrative and clerical support for the office of the Finance Department. Handling Vendor Bills clearance from Head office (Mumbai).
- Taking care of effective recruitment and staff retention to build a strong team and morale. Coordinating with HR on all personnel action within the department.
- Applying effective marketing campaign for branding and easy approach.
- Handling individuals and the team through daily, weekly and quarterly sales and compliance targets, objectives and measures. Regular and timely one to one meeting with each member of the branch team.
- Undertaking the training of entire branch staff, from Counselors to field Officers to back office to the Admin officers. Coordinating with building Administrator for any maintenance concerns in the office.
- Work independently with Business and functional teams, to provide professional advice and other functional support required by the Business, Aid Human resource and Finance departments for employee related grievances, including related documentation.
- Conduct periodic internal reviews or audits to ensure that compliance procedures are followed and participating in periodic and regular meetings with team members, the other team leads, trainers and project leads to discuss process impediments;
- Monitors the performance of the Compliance Program and relates activities on a continuing basis, taking appropriate steps to improve its effectiveness; Participation in trainings, development related activities and other initiatives of the Ethics & Compliance
- Monitors, and as necessary, coordinates compliance activities of other departments to remain abreast of the status of all compliance activities and to identify trends; Monitor grievance reporting mechanism and provide requisite support in internal inquiry process; Develop / maintain an awareness and communication ethics & compliance program.

- Work collaboratively with members across all teams in the Group (HR , Sales , Delivery , Procurement, Business Units); Ensure compliance with laws and company policies while supporting business;
- Responsible for Marketing Organization to Prospective Students & Their Parents, Co-ordinate with Faculties and student also
- Offering Career Guidance to Students
- Analyzing Student Data

**Student Counselor,  
Cat's Eye (Top Chalks) Old DLF, Sector-14, Gurgaon  
September 2009 till April 2011**

- Batch Scheduling, Monitoring Student Performance
- Handling walking & parents to solve admission related queries & after admission, service-related queries.
- Independently handling International students for Admissions & for face to face Counseling.
- Manage Administration-related work of the Centre
- Converting walk-ins through proper follow-up
- Responsible for conducting analysis of student survey data
- Implemented new Marketing Strategy

**Student Counselor, December 2008 to August 2009  
Career Launcher, DLF Galleria Market Ph-4, Gurgaon**

- Batch Scheduling, Organizing Seminars and administration-related functions
- Manage Administration-related work of the Centre
- Converting walk-ins through proper follow-up
- Responsible for conducting analysis of student survey data
- Implemented new Marketing Strategy

