

Puneet Singh Sidhu

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Skills - Business Development, Leadership, Multitasking, Strong Networking, Calendar Management, Problem Solving, Student counseling, Active Listener, Critical Thinking, International Sales, Public speaking

EXPERIENCE

Study International UK (SI-UK), Connaught Place — Manager Business Development (03rd May 2021 – 28th June 2024)

- Onboarding and assisting in developing partnerships with international universities partners, agents & students.
- Assist in the training, development, motivation, and management of staff, partners/agents including, weekly, monthly, and annual reviews.
- Managing and expanding new markets/offices globally and traveling overseas to carry out training for management and staff.
- Managing international universities records like contract type, region wise concern person name & email.
- Managing & responsible for renewal of universities contracts.
- Building excellent working relationships with international clients and universities international offices.
- Regular check with the international universities with the latest updates on their entry requirements, upcoming intakes, fees structure & scholarships.
- Train new staff globally on the CRM and application process.
- Liaising with the international Universities where our contract is limited and requires new agreement/agent portal/agent codes for the new offices.
- Advising and providing guidance to the agents/clients, and international offices on the business practices, protocols, principles, and ethics in emerging markets.
- Event Management, Planning, and Executing University fairs across the Globe.
- Responsible for supporting regional offices in university fair organization, promotion & marketing.

ATMC Australia, Lajpat Nagar — Client Relationship Manager (June 2019 - November 2020)

- Handling education agents in North and South India for ATMC
- Represent ATMC in education fairs, seminars, admission day organized by agents and the institutions.
- Interviewed students to determine their backgrounds, goals and objectives.
- Provide proper product training to education agent staff through phone calls, webinars, Skype, Zoom calls and personal visits.

- Meeting with 100 plus education agents to provide latest information to promote ATMC.

Brand Direct Communication, Noida — Overseas Student Coordinator (March 2018 - May 2019)

- Make students walk in the branch for further discussion on their academic profile.
- Tele counseling students, those interested in overseas education.
- Coordinates with the senior counselor on the interested student profiles.
- Provide universities options to students as per their academic grades and interest.

Global Opportunities, Kailash Colony — Research Analyst (June 2016 - December 2017)

- Worked in global opportunities as Process Associate for 5 months and then I promoted to Research Analyst
- Country wise making database of different universities and colleges all over the world
- Creates an all-counties universities list for the counselors where we are regularly updating (new courses, tuition Fees, IELTS requirements, Admission requirements, Scholarship and information regarding PSW.
- Doing registration work at educational events.

EDUCATION

**Trinity Institute of Professional Studies, Dwarka sec 10 —
Bachelors (BCA)**

2013 - 2016

CGPA - 7.0 CGPA out of 10

S.R.S Mission School, B-1 Janak Puri — Commerce

2012 - 2013

Class 12th - 71%

HOBBIES

Sports, Music & Traveling

Thank you for your interest in viewing my resume.

Cover Letter

Puneet Singh Sidhu
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Dear Hiring Manager,

I am writing to express my keen interest in your job posting. With a rich experience in the overseas education industry, coupled with a robust background in international recruitment and a passion for fostering global educational opportunities, I am confident in my ability to contribute effectively to your team.

In my previous role as Business Development Manager, I successfully managed and expanded international student recruitment efforts & increasing enrollment. My experience spans market research, strategic planning, partnership development with the international universities, and the implementation of comprehensive recruitment campaigns across diverse geographical regions including across South Asia.

Key achievements in my career include:

Developing and maintaining strong relationships with the international colleges & universities, educational clients, and prospective students, ensuring a steady pipeline of qualified applicants.

Managing and overseeing the renewal process for university contracts.

Organizing and leading successful recruitment fairs, webinars, and information sessions that attracted hundreds of potential students and partners.

Building and maintaining strong relationships with the international universities' partners. Identifying and engaging with potential clients and partners.

Coordinating with international universities to establish new agreements, agent portals, or agent codes for newly established offices where existing contracts are limited.

Addressing client needs and ensuring high levels of customer satisfaction.

Conducting market research to identify new business opportunities and market trends.

Analyzing competitors and their strategies to identify potential areas for growth. Developing and implementing strategic business development plans.

Setting short-term and long-term goals to achieve business growth.

Working closely with other departments, such as marketing, sales, and product development, to align strategies and achieve business objectives.

Attending industry events, conferences, and networking functions to promote the company and expand business networks.

My approach is characterized by a deep commitment to cultural sensitivity and an understanding of the unique challenges and opportunities within different international markets. I am adept at navigating the complexities of application processes, and educational systems worldwide. Additionally, my strong interpersonal and communication skills enable me to connect with stakeholders at all levels, fostering trust and long-term collaborations. I am excited about the prospect of bringing my expertise to your team and contributing to the continued growth and success of your international recruitment efforts.

Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and enthusiasms align with your company goals.

Thank you.