

## SHAINA GUPTA

Mohali, Punjab

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### Career Objective

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To associate with an organization providing opportunities to learn, contribute and grow, while adding value to various stakeholders.

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### Professional Experience

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**Plaksha University, Mohali**

**November 2021 - Till Date**

Senior Counsellor, Admissions & Outreach

Key Responsibility Areas

- Admission Process Execution: Manage & process all applications from submission to offer, ensuring applications are treated as per the set processes.
  - Manage admissions CRM to track inflow of leads, setting up & monitoring communication automation.
  - Leads Calling: Counselling Potential leads, regular follow-ups, and assisting them with the necessary steps using NPF and Knowlarity Software.
  - Arranging Career Conversation Sessions for Interested leads.
  - Generating and delivering Promotional Email initiatives through NPF.
  - Set up and conduct the admission process comprising aptitude tests for all the candidates using the Mettl software.
  - Analyses trends in student recruitment and designs framework.
  - Maintaining the database of the enrolled students.
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**Aakash Educational Services Ltd., Jalandhar**

**June 2018 - June 2021**

Executive, Admissions Support

Key Responsibility Areas

- Counseling the Walk-in and Talk-in Enquiries about the Courses offered.
  - Managing admissions CRM-Salesforce
  - Interaction with students and parents on a routine basis for giving them Aakash Experience.
  - Liaison with Head Office in Delhi for upcoming Programs, Admission Tests, Schemes, and other Offers.
  - Generating the leads by calling the Potential students from the given database, convincing them to visit the center, and converting leads into Admissions.
    - Handling other academic activities and Office Work.
    - Sales and Customer handling.
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**Lovely Professional University, Jalandhar**

**December 2015 - June 2018**

## Assistant, Admissions & Outreach

### Key Responsibility Areas

- Worked in Division of Admissions Telephonic Cell for Counselling of students and helping with their Career Concerns, Educational Decisions and Admission Process.
- Worked as a snooper (Quality analysis).
- Handled Office management cell
- Worked under Result Verification Team

## Additional Information

### A. Education

- Bachelor of Technology (B. Tech)
  - Electronics & Communication, 2010 - 2014
  - Arni University, HP

### B. Skills

- Functional
  - Proficiency in application of Salesforce, CRM, LMS, Mailchimp, ERP, Knowlarity, Mettl & NPF
  - Subjective and functional knowledge of the Admissions Ecosystem
- Soft
  - Strong Task Orientation
  - Effective Communication
  - Ability to deal with complexity and ambiguity