

WAIZE NAQUI

Marketing and Sales Specialist | Strategic Brand Management | Cross-functional Project Lead

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📍 New Delhi, India

PROFESSIONAL SUMMARY

Marketing professional with 4+ years of diverse experience across growth, brand marketing, and business development in education, technology, and services. Proven expertise in developing and executing ATL/BTL strategies, managing cross-functional projects, and generating revenue through targeted campaigns. Passionate about leveraging AI and digital platforms to create impactful brand experiences. Known for strong relationship-building skills, global outlook, and ability to align marketing strategies with business goals.

EXPERIENCE

Sales and Marketing Specialist

NIIT Limited | Delhi NCR | June 2024 – Present

- Spearhead marketing and sales initiatives to promote upskilling programs across colleges.
- Build strategic partnerships and conduct seminars to engage students and increase brand outreach.
- Drive lead generation through digital channels and social media marketing, resulting in consistent revenue growth.
- Mentor students on career pathways in technology and AI fields.

Marketing Executive

Edwise International | Delhi NCR | Dec 2022 – May 2024

- Led localized marketing strategies and coordinated branding initiatives across regions.
- Delivered career-oriented seminars at institutions to promote digital learning.
- Managed cross-functional teams to execute ATL/BTL campaigns and digital CRM systems (LeadSquared).
- Collaborated on marketing creatives including flyers, posters, and banners.

Business Development Associate

Think and Learn Pvt. Ltd. (BYJU'S) | Delhi NCR | 2021 – 2022

- Managed end-to-end client interactions from lead qualification to enrollment closure.
- Conducted personalized counselling sessions, understanding learner personas to recommend suitable programs.
- Played a pivotal role in improving regional sales targets by aligning marketing with customer insights.

Marketing Executive

Omar International Pvt Ltd | New Delhi | 2020 – 2021

- Coordinated export documentation and client meetings, building lasting business relationships.
- Represented company at trade exhibitions, strengthening brand presence in B2B channels.

EDUCATION

Master of Business Administration (MBA)

Jamia Hamdard, 2018 – 2020

Bachelor of Commerce (B.Com)

Magadh University, 2015 – 2018

SKILLS

- Strategic Marketing & Brand Positioning
- Cross-functional Project Leadership
- ATL & BTL Campaigns | Event & Outdoor Marketing
- CRM (LeadSquared), Market Research
- Data-Driven Decision Making
- AI & Tech-Awareness in Marketing
- Team Collaboration, Public Speaking
- Global and Intercultural Communication