

PRAKASH PANKAJ

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Seeking assignments in - **CHANNEL MANAGEMENT ~ SALES MANAGEMENT ~ MARKETING MANAGEMENT**

ORGANISATIONAL SCAN

Zee Learn Ltd. (ESSEL Group) as Area Manager, since Aug'23 in Patna (Bihar)

www.zeelearn.com

Key Responsibility Areas:

- ▶ Responsible for expanding franchises in the assigned territory as per the goals of the regions.
- ▶ Developing and establishing assigned territory through market study, competitor analysis and generating potential leads.
- ▶ Qualifying leads and converting qualified leads into franchise centres through calling, meeting, negotiation, and deal closure.
- ▶ Sign up for new franchises at identified and validated locations.
- ▶ In order to expand franchise signup in the assigned territory, responsible to generate prospects by conducting various on-ground activities.
- ▶ Conducting business presentations and evaluating the potential of business partners for franchises expansion.
- ▶ Responsible for revenue arising from franchise fee collection from new franchises signup.
- ▶ Providing intelligence related to market changes.
- ▶ Adhere to a procedure and process per the function requirements.
- ▶ Creating reports as per the guideline and process of the functions.
- ▶ Responsible for achieving the monthly onboarding target of Bihar.

Sorting Hat Technologies (Unacademy) as Manager – BD, From Feb'23 to Aug'23 in Patna

www.unacademy.com

Key Responsibility Areas:

- ▶ Responsible for achieving the monthly onboarding target of Bihar & Jharkhand.
- ▶ Led the partnership process and launch new partner centres across tier 1/2/3 cities where Unacademy wants to build its presence through offline partnerships.
- ▶ Finding qualified institutes to partner with which is in-line with Unacademy standards and will schedule sales meetings and follow up for sign-ups.
- ▶ Presenting business plans to potential clients, and negotiating the terms and conditions of the partnership.
- ▶ Developing and establishing assigned territory through market study, competitor analysis and generating potential leads.
- ▶ Qualifying leads and converting qualified leads into partner centres through calling, meeting, negotiation, and deal closure.
- ▶ Researching rules/laws governing partner business models
- ▶ Giving appropriate feedback on the market to the management and suggesting an action plan for feasible execution
- ▶ Creating all partner-related documents, and coordinating with internal teams to prepare the roadmap for conversion and go-live of the centre.
- ▶ Meeting onboarding targets on a weekly/monthly basis.
- ▶ Working with major Category teams to ensure Unacademy standards are adhered to across all goals.

NSHM Knowledge Campus as Manager, from Feb'20 to Feb'23 in Patna (Bihar)

www.nshn.com

Key Responsibility Areas:

- ▶ Responsible for achieving the monthly admission target of the centre.
- ▶ Conducting sales promotion activities (BTL) to increase brand visibility and awareness.
- ▶ Leading, training & monitoring the performance of a team of Sales Executives, Counsellors & Tele-caller to ensure efficiency in sales operations and meeting individual & group targets.
- ▶ Identifying target audiences, and developing marketing plans with specific objectives across different channels and segments
- ▶ Primary responsibility is to generate quality leads & branding
- ▶ Develop and manage channel partners and generate business through them.
- ▶ Response to queries, and provide comprehensive support for training of DSA staff, lead generation & admissions
- ▶ Establishing strong working relationships with the Channel partners, offering a rapid and efficient
- ▶ Identify market potential, collect the data concerned and develop a knowledge-focused & specialised team in sales to achieve the assigned target.
- ▶ Collecting market intelligence, analysing trends and developing and implementing action plans.
- ▶ Taking care of BTL activities, channel partner business and marketing activities of Bihar & Jharkhand.
- ▶ Conducting Seminars in Colleges, Coaching Institutes, and open seminars in town.
- ▶ Generate Prospects and convert them in admission and timely updating in Portal.

Vibranttree Info-Solutions as Manager – Retail Ops; Since Oct’17 to Nov’19

www.vibranttree.com

Key Responsibility Areas:

- ▶ Responsible for achieving the monthly onboarding target of Bihar for NACOF.
- ▶ Led the process of partnership and launching new FOFO & FOCO Stores across tier 1/2/3/4 cities where NACOF wants to build its presence through Apna Kisan Kendra.
- ▶ Ensuring all stores should be adhering to compliance requirements in all areas of operational activity, brand standards, company policies and procedures
- ▶ Preparing and controlling the stores budget aiming for minimum expenditure and efficiency
- ▶ Plan and execute sales promotional activities for the region- BTLs
- ▶ Regular store visits to ensure compliance in all areas of customer service, store operations, and loss prevention and reporting any gaps to senior management.
- ▶ Coordinating with the Local Warehouse team for smooth operations of the store, at the same time coordination with the local MT Distributor for stock, Consumer offers and better trade scheme.
- ▶ Leading, training & monitoring the performance of a team of 22 members to ensure efficiency in sales operations and meeting individual & group targets; pivotal in handling retail operations for Franchisees & company-owned outlets and sales activation through QMS.

Testbook Edu Solutions as Marketing Manager, Since Jan’16 to Oct’17

www.testbook.com

Key Responsibility Areas:

- ▶ Responsible for all ATL planning & BTL activities in Bihar.
- ▶ Primary responsibility is to generate quality leads & branding.
- ▶ Building relationships with Educational Consultants, Institutions, Schools & Colleges.
- ▶ Identifying target audiences, and developing marketing plans with specific objectives across different channels and segments
- ▶ Create a yearly calendar, work with the agency to implement brand campaigns and measure success metrics.
- ▶ Achieve Designated Branding & new Lead Targets.
- ▶ Collecting market intelligence, analysing trends and developing and implementing action plans.
- ▶ Conducting Seminars in Schools, Coaching Institutes, and open seminars in town.
- ▶ Develop and implement marketing strategies and projects for new and existing products and services.
- ▶ Align marketing budget and revenue target.
- ▶ Work effectively on close coordination with the sales team assigned to fulfil the Monthly Sales Reach of the Area

TimesPro (Times Of India) as Asst. Manager – Channel Sales, Since Feb’15 Jan’16

www.timespro.com

Key Responsibility Areas:

- ▶ Develop and manage channel partners and generate business through **channel Partners**.
- ▶ Response to queries, and provide comprehensive support for training of CP staff, lead generation & admissions
- ▶ Establishing strong working relationships with the Channel partners, offering a rapid and efficient
- ▶ Identify market potential, collect the data concerned and develop a knowledge-focused & specialised team in sales to achieve the assigned target.
- ▶ Responsible for Achieving monthly business targets set by the management.
- ▶ Conducting sales promotion activities for increasing brand visibility and brand awareness.
- ▶ Collecting market intelligence, analysing trends and developing and implementing action plans.
- ▶ Taking care of BTL activities, channel partner business and marketing activities of Bihar & Jharkhand.
- ▶ Conducting Seminars in Colleges, Coaching Institutes, and open seminars in town.
- ▶ Generate Prospects and convert them in admission and timely updating in LSQ.

Everonn Education Limited, Patna (Bihar) as Assistant Manager, Since Nov’09 to Jan’15

www.everonn.com

Key Responsibility Areas:

- ▶ Visiting Schools/Coaching for Meeting with Directors /Principals/ Faculties.
- ▶ Achieve Designated Admission Targets.
- ▶ Counselling Students and parents about our courses and competition exams landscape.
- ▶ Resolving candidate queries relating to the course offered.
- ▶ Collecting market intelligence, analysing trends and developing and implementing action plans.
- ▶ Conducting Seminars in Schools, Coaching Institutes, and open seminars in town.
- ▶ Develop and implement marketing strategies and projects for new and existing products and services.
- ▶ Responsible for all Marketing & BTL activities in Bihar.
- ▶ Work effectively on close coordination with the sales team assigned to fulfil the Monthly Sales Reach of the Area

ACADEMIC CREDENTIALS

2007	B.Com. from Magadh University, BIHAR.
2003	12th from C. M. College, Darbhanga, B.I.E.C. Board.
2001	10th from K C High School, Patsa, B.S.E.B. Board.
<u>Others:</u>	'DIT' from CEDTI in 2005
<u>IT Forte:</u>	Well-versed with MS –Office (Excel, PowerPoint) and Internet Applications.

PERSONAL ATTRIBUTES

- Self-motivated and can act on own initiative.
- Excellent negotiation and problem-solving skills.
- Flexible with working hours.
- Adaptable and have a positive attitude towards change.

PERSONAL DOSSIER

Date of Birth: 11th July, 1986
Linguistic Abilities: English & Hindi
Father's Name: Prafull Kumar Mishra
Permanent Address: Flat No-205, Matrikunj Apartment, Mainpura, LCT Ghat, Patna-01

Date : / /

Signature :
