

CURRICULUM VITAE

RAJBIR DHANJAL

#7289/5, Lehal Colony, Patiala. 147001 (Pb)

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The Professional Profile – Rajbir Dhanjal

Total Experience: 16 years.

Current Work Assignment & Company

Position : **Manager – Business Development**
Companies : **Wheafree (Chierz Foods and Beverages Pvt. Ltd. Patiala)**
Current Earnings : **40000/month (INR)**

Major Role:

- Management of the social media accounts of the company and keep their clients engaged.
- Management and development of distributor and retailer network in the region.
- Guiding field sales executives for generating leads and converting them into sales.
- Chalking out various opportunities for business development through social media and offline media in the region.
- Formulation of the strategies for business development and Implementation of the strategies effectively to yield desired results.

Previous Work Assignment & Company

Position : **Manager – Admissions & Marketing**
Company : **Sri Guru Granth Sahib World University, Fatehgarh Sahib (PB)**
Company's Expertise : **UG & PG Regular Courses.**
Joining Date : **18th November, 2019.**
Current Salary Package : **8.40/annum (lump sum)**

Achievements:

- Increased the total admissions by 400 from last year during corona pandemic situation.
- Revived Engineering admissions.

Major Role:

- Increase admissions as University was facing drop in admissions from last 3 years.
- Chalking out various opportunities for business development in the region.
- Formulation of the strategies for business development in the assigned region.
- Implementation of the strategies effectively to yield desired results.

The departments that are being managed:

- Admission Cell.
- Business Development and Marketing Activities.

The business development activities

- Leading the team of counselors and Tele-callers.

- School level tie-ups and School contacting.
- Management of various Events related to promotion of the brand.
- Tie-ups with small coaching centres and individual tutors.
- Seminars and Workshops.
- Marketing campaigns and Advertising.
- Procurement of Prospective consumer's database.
- Lead sourcing and achieving the revenue generation targets.
- Training of Staff.

Previous Job & Company

Position : **Head – Business Development (Punjab Region)**
Company : **SARVOTTAM CAREER INSTITUTE PVT LTD. KOTA.**
Company's Expertise : **Coaching of Medical Entrance Exams NEET/AIIMS.**
Joining Date : **10th Oct, 2018.**

Major Role:

- Chalking out various opportunities for business development in the region.
- Formulation of the strategies for business development in the assigned region.
- Implementation of the strategies effectively to yield desired results.

The departments that are being managed:

- Front office Department
- Business Development and Marketing Department

The business development activities

- Leading the team of Assistant Managers and counselors.
- School level tie-ups and School contacting.
- Management of various Events related to promotion of the brand.
- Tie-ups with small coaching centres and individual tutors.
- Seminars and Workshops.
- Marketing campaigns and Advertising.
- Procurement of Prospective consumer's database.
- Lead sourcing and achieving the revenue generation targets.
- Training of Staff.

Previous Job & Company

Previous Position	:	Head – Business Development (Punjab)
Company	:	Lakshya Educare Pvt Ltd. Patiala. A unit of MT EDUCARE LTD, Mumbai, INDIA.
Joining Date	:	1 st June, 2015.
Joined as	:	Assistant Manager – Business Development
First Promotion Date	:	11 th April, 2016
Promoted as	:	Center Manager
Second Promotion Date	:	11 th Sept, 2017
Promoted as	:	Head – Business Development (Punjab)
Team handled	:	45 persons
Exit date	:	11 th August, 2018.

Job Profile Includes:

The departments that are being managed:

- Front office Department
- Business Development and Marketing Department

The business development activities

- Leading the team of Assistant Managers, Senior Area Coordinators and counselors.
- School level tie-ups and School contacting.
- Tie-ups with small coaching centres and individual tutors.
- Seminars and Workshops.
- Marketing campaigns and Advertising.
- Procurement of Prospective consumer's database.
- Lead sourcing and achieving the revenue generation targets.
- Training of Senior Area Coordinators and counselors.

The Administrative role played as Center Manager

- Managing the Branch Operations.
- Establish coordination between Front office department, operations department & academics department.
- Maintenance of Centre premises.
- Training and Recruitment of the new employees.
- Coordination with Corporate office MT EDUCARE LTD, Mumbai.

Previous Experience

I had worked as **Centre Manager** in Advanced Learning Practices and Solutions [ALPS], Patiala-INDIA with effect from July, 2010 to 30th May, 2015.

Job Profile Includes:The business development activities

- Marketing campaigns and advertising.
- Procurement of Prospective consumer's database.
- Lead sourcing and achieving the revenue generation targets.
- Leading the team of five Marketing executives, total team 25 people.
- Training and Recruitment of Marketing Executives.

The Administration Role

- Managing the Branch Operations
- Managing the Academics department
- Training and Recruitment of the new employees.

Previous Experience

a) I had worked under ICT Project as “**Computer Faculty**” in Punjab Government School on contractual basis from 17-01-2007 to July, 2010.

Job Profile Includes:

- Teaching computer subjects from 5th standard to 10+2 standard.
- Implementation of Computer Aided Learning Program (CAL) in Govt. school.
- Implementation of project based learning in government schools.

a) “**Sales Officer**” in A.B. Motors Pvt Ltd, Patiala (Bhagat Ford) in Premium Segment Luxury Car Sales (Ford India Pvt Ltd) Patiala with effect from 07-04-2006 to 21-07-2006.

b) Worked in Pearl Communication a Franchisee of Hutchison Essar South Ltd. as “**Team Leader**” in Sales in Patiala from 18-03-2005 to 21-03-2006.

Job Profile Includes:

- Training and motivating the team of sales executives to boost post paid sales.
- Managing the canopy activities.
- Implementation of the various marketing schemes introduced in order to maximize sales.

Education Qualifications

- MCA (MASTERS OF COMPUTER APPLICATIONS) 2013 : 72.32%
 - PUNJAB TECHNICAL UNIVERSITY, JALANDHAR
- MBA (MASTERS OF BUSINESS ADMINISTRATION 2006 (3 Semesters Completed – Could not complete 4th Sem due to family circumstances)
- BCA (BACHELOR OF COMPUTER APPLICATIONS) 2004 : 63.7%
 - PUNJABI UNIVERSITY, PATIALA.
- DICP(DIPLOMA OF COMPUTER PROGRAMMING) : B GRADE (70% TO 80%)

- CAL-C COMPUTER EDUCATION (2001-2002)
- 10+2 MEDICAL (2001) : 60%
 - PSEB, SAS NAGAR (PUNJAB)
- MATRICULATION (1999) : 62.4%
 - CBSE, NEW DELHI.

Signature