

CURRICULUM VITAE

RAJBIR DHANJAL

7289/5, Lehal Colony,

Nr. Amandeep Clinic,

Patiala.-147001. (Pb.)

Mob. No: +91-7009971874

E-Mail: rajbir.dhanjal@gmail.com.



The Professional Profile – Rajbir Dhanjal

Total Experience: 14 years.

Current Work Assignment & Company

Position	:	Marketing Officer cum Manager (Admission Cell)
Company	:	Sri Guru Granth Sahib World University, Fatehgarh Sahib (PB)
Company's Expertise	:	UG & PG Regular Courses.
Joining Date	:	18th November, 2019.

Achievements:

- Increased the total admissions by 600 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 : **Manager – Business Development**
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**
Company : **Lakshya Educare Pvt Ltd. Patiala. A unit of MT EDUCARE LTD, Mumbai, INDIA.**
Joining Date : **1st June, 2015.**
Joined as : **Assistant Manager – Business Development**
First Promotion Date : **11th April, 2016**
Promoted as : **Center Manager**
Second Promotion Date : **11th Sept, 2017**
Promoted as : **Head – Business Development**
Exit date : **11th 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.

b) “**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.

c) 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) : 72.32%
(Distance Education)
Punjab Technical University, Jalandhar. (2013)
- **MBA** (Masters Of Business Administration) (2004-2006)
3 Semesters Completed – Could not complete 4thSem due to family circumstances
- **BCA** (Bachelor Of Computer Applications) : 63.7%
Punjabi University, Patiala. (2001-2004)
- **DICP** (Diploma in Computer Programming) : `B` Grade
Cal-C Computer Education (2001-2002) (70% to 80%)
- 10+2 Medical (2001) : 60%
Punjab School Education Board, Mohali.
- Matriculation (1999) : 62.4%
Central Board of Secondary Education, New Delhi.

Personal Information

Father's Name : Er. Jasbir Singh Dhanjal
Date of Birth : 23rd July 1983.
Nationality : Indian
Sex/ Marital Status : Male/ Married
Interpersonal skills : Hard Working, Disciplined, Prefer Team, Punctuality, Cooperative,
Coordination & Work Consistency.

Signature