

# Ekta Kumari

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## SUMMARY

Accomplished Educational Counselor and Parent Relationship Manager with a strong track record in nurturing academic success and building strong parent-school partnerships. With significant experience at CollegeDekho and BYJU'S as a Business Development Associate cum Educational Counselor, I bring in-depth knowledge of educational products that enhance student performance in exams like JEE, NEET, and other national-level assessments. My role at [School Name] as a Parent Relationship Manager and Front Office Executive further honed my skills in resolving parent queries, managing relationships, and creating a welcoming school environment.

A background in strategic market research, effective product presentation, and successful collaboration with sales teams has contributed to high conversion rates and customer satisfaction. My experience as a motivated Mathematics educator, combined with a strong academic record and additional qualifications in RS-CIT, has equipped me with exceptional teaching, communication, and counseling skills. Committed to guiding students and supporting parents, my diverse skill set and unwavering dedication to education make me an ideal fit for roles in Educational Counseling, Business Development, and Parent Relationship Management.

## EXPERIENCE

### Parent Relationship Manager

Orchid International School

December 2023 - Present, Jaipur, Rajasthan

- Worked on the database who are looking for the schools and effectively delivered the school products according to their needs and converted them into admission.
- Served as the primary liaison between the school and parents, effectively addressing and resolving concerns, queries, and feedback with professionalism and empathy.
- Managed and resolved parent queries and issues through a systematic ticket resolution process, ensuring timely and satisfactory outcomes.
- Managed day-to-day front office operations, creating a welcoming and efficient environment for students, parents, and visitors.
- Handled administrative tasks such as managing correspondence, scheduling appointments, and maintaining accurate records.
- Assisted in the coordination and logistics of school events, ensuring smooth execution and effective communication.

### Education Counselor

CollegeDekho

April 2023 - December 2023, Jaipur, Rajasthan

- Utilized strategic methods to transform student leads into successful placements at their desired colleges, ensuring a tailored fit to their educational goals.
- Offered personalized career guidance and counseling sessions, addressing individual student needs and aspirations comprehensively.
- Proactively assessed students' academic backgrounds and career objectives to suggest suitable academic pathways and college choices.
- Engaged in seamless collaboration with students, parents, and educational institutions, offering continuous support throughout the application process.
- Focused on understanding and matching students with their dream educational institutions, ensuring a successful and tailored college placement.
- Delivered in-depth, personalized career guidance sessions, aligning advice to cater to individual student aspirations and needs.
- Employed a proactive approach in evaluating academic backgrounds and career goals, customizing recommendations for suitable academic pathways and college choices.

### Business Development Associate Cum Educational Counselor

Byjus

February 2023 - March 2023, Jaipur, Rajasthan

- Comprehensive Knowledge of Byju's Products: Possess in-depth understanding of the features and benefits of Byju's products, particularly in relation to helping students overcome challenges faced in cracking JEE, NEET, and other national level exams, as well as participating in olympiads and NTSE.
- Market Research and Customer Engagement: Conducted thorough market research to gain insights into customer needs and preferences. Utilized this information to effectively present Byju's products and services to potential clients, showcasing how they align with their requirements.
- Proactive Sales Activities: Actively engaged in sales activities, including product pitching, negotiation of contracts, and successful closure of deals. Utilized persuasive communication and interpersonal skills to effectively convey the value proposition of Byju's offerings and address any objections or queries from prospective clients. Consistently achieved or exceeded sales targets by effectively highlighting the benefits of Byju's products and services.
- Byju's Counselling Program: Played a crucial role in Byju's counselling program, responsible for dealing with customers and booking demos for those in need. Effectively communicated the benefits of the program to potential customers and scheduled personalized demos to showcase the value and effectiveness of Byju's educational counseling services.
- Customer Relationship Management: Developed and maintained strong relationships with customers, providing ongoing support and addressing any concerns or queries they had. Ensured high customer satisfaction levels by delivering exceptional service.

## **Education Counselor and Front office Executive**

**Noble Organisation of Zest Yielding Senior Secondary School**

**June 2022 - January 2023, Sikar, Rajasthan**

- Provided personalized guidance to students, assisting them in identifying academic and career goals through one-on-one counseling sessions.
- Addressed academic and personal challenges by leading group counseling sessions, fostering a supportive environment for students.
- Managed front office operations, ensuring a welcoming and professional environment for students, parents, and visitors.
- Handled administrative tasks such as scheduling appointments, managing correspondence, and maintaining records.
- Assisted in the coordination of school events and meetings, ensuring smooth logistics and effective communication.

## **Maths Educator**

**Noble Organisation of Zest Yielding Senior Secondary School**

**January 2021 - May 2022, Sikar, Rajasthan**

- Designed and implemented lesson plans to engage students and foster their understanding of mathematical concepts.
- Developed and administered assessments to evaluate student progress and identify areas for improvement.
- Provided individualized support to students struggling with specific concepts or topics.
- Collaborated with colleagues to create interdisciplinary projects and activities to enhance student learning.
- Kept consistent dialogue with parents/guardians regarding student development, actively addressing and resolving any concerns or issues that arose during their educational journey.

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## **EDUCATION**

### **Bachelor of Science in Mathematics**

Pandit Deendayal Upadhyaya Shekhawati University, Sikar • Sikar, Rajasthan • 2019 • First Division

### **High School(+2) in Sciences**

RBSE • Sikar, Rajasthan • 2015 • 86%

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## **CERTIFICATIONS**

### **Rajasthan State Certificate course in Information Technology**

Rajasthan State Government • 2018

- Empowered me with fundamental understanding of Information Technology (I.T.), acquiring essential skills to begin computing with confidence, be more productive at home and work and able to explore career opportunities globally.

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## **SKILLS**

1. Prospecting: Demonstrated ability to identify and explore new opportunities, leads, and potential clients, effectively expanding the customer base.
2. Communicating: Excellent verbal and written communication skills, allowing for clear and effective interaction with clients, colleagues, and stakeholders.
3. Listening: Active listening skills, attentively understanding and comprehending the needs, concerns, and feedback of clients and colleagues.
4. Relationship Building: Proven ability to establish and maintain strong relationships with clients, fostering trust, loyalty, and long-term partnerships.
5. Handling Objections: Proficient in addressing and overcoming customer objections or concerns, finding solutions and providing persuasive explanations to ensure customer satisfaction.
6. Follow-ups: Skilled in proactive follow-up activities, including timely responses to inquiries, regular updates on ongoing processes, and ensuring customer needs are met.
7. LMS (Lead Management System) and CRM(Customer Relationship Management) Proficiency: Demonstrated expertise in managing and leveraging Lead Management Systems (LMS) and CRM to facilitate educational content delivery, student engagement, customer relation and administrative tasks.
8. Lead Square Proficiency: Proficient in utilizing Lead Square, a comprehensive lead generation and management platform, to drive effective marketing campaigns, capture, organize, and nurture leads. Skilled in harnessing Lead Square's tools for optimizing sales and marketing strategies, enhancing customer interactions, and achieving lead conversion goals.