

# SANJAY JAIN

## CONTACT

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Mumbai - 63

## EXPERTISE

- Business Development
- Business Operation
- Retention
- Repeat Business
- Program Launch
- Escalation handling

## EDUCATION

**PGDM in Marketing**  
Thakur Institute of Management  
Studies 2014-2016

**Bachelors in Management  
Studies**  
Mumbai University  
2010-2013

## REFERENCE

### Ankur Dhawan - President

9873907667

ankur.dhawan@upgrad.com

### Niral Parikh - AVP

7046189379

niral.parikh@upgrad.com

## WORK EXPERIENCE

### Associate Director, upGrad Oct 2021 - Present

- Complete Ownership of Sales funnel: Lead Monitoring → Reach out → Video/Field Session → Conversion along with implementation of better conversion tools.
- Reduced refund percentage from 12% to less than 6%.
- Hired and Trained 150+ people in the last 1 year starting from SM's, Managers and Counselors across Noida and Hyderabad.
- Controlled employee attrition by driving seamless communication, motivation, engagement activities, mentoring and delegation skills.
- Setting up an offline campus in Hyderabad for one US university.

### Senior Manager, upGrad Oct 2020 - Sep 2021

- Managing 5 university/institute programs with 8 different teams (DM, PM, Management, LLM, HR).
- Developed and maintained strategic partnerships with key stakeholders, leading to a 20% growth in customer base and repeat business.
- Implemented effective sales strategies and consistently exceeded quarterly targets, resulting in a 15% increase at program level.

### Inside Sales Manager, upGrad Jan 2020 - Sept 2020

- Lead and develop a highly engaged team of over 15 sales associates.
- Increased team sales by 25% after taking over as manager.

### Senior Counselor, upGrad Feb 2018 - Dec 2019

- Delivered revenue through sales and chat platform, upwards of ₹3 Crore and acquired ~300 paid customers (~60% growth/quarter with ~2x lead-payment conversion) as part of the Inside Sales Team.

### BDE, Jaro Education Oct 2016 - Sep 2017

- Revenue generation, escalation handling and interdepartmental coordination to optimize processes. Q-O-Q 110% achievement.

### Management Trainee Jan 2016 - Aug 2016

- General Trade: Maintaining relationships with retailers and distributors.
- Solving distributor issues, independently managing entire territory.