**ANJALI BHATIA**

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**STRENGTHS and ACHIEVEMENTS**

* Strong target orientation and achievement even under tough circumstances- Have consistently over delivered (608% and 342%) on targets even during low market phases through persistence and innovative approaches.
* Excellent people skills: Rare ability to work and connect with people from diverse backgrounds like corporate partners, franchisees, young students, team and peers. Despite no formal authority on franchisee employees, have built capability and ensured target delivery from them.
* Relationship Management and collaboration leading to outstanding results: Increased dedicated corporate partner relationships from 17 to 92 within 2 years leading to an YOY growth of 158%.
* Effective communication skills leading to delivery: Successfully undertaken approximately 100 training sessions with multiple sets of young students who usually have very short attention spans
* Self driven achiever: Have worked with very little guidance and support since am the only NIIT representative in Gujarat
* Currently handling various roles: Regional Level Sales and Marketing ; National level Placements; HR; Operations under one Umbrella

**EXPERIENCE:**

EPOCH Research Institute is India’s a one of the **Largest Accredited and Certified Training Provider on SAS Technologies; with world class Trainer (Trained, Certified, Accredited, Experienced On SAS and Clinical Domain)** and Back office Staff numbering to more than 100 employees Across India with Global Qualification supported by Global Experience focusing on SAS® Software related.

**Regional Manager-Sales and Marketing: Epoch Research Institute (India) Pvt ltd: June 2012 till Date**

* Brand Development and Marketing
* Identifying the business areas/Opportunities
* Market Research
* Profit & Loss responsibility
* Team Building
* Training & Mentoring
* Operational Policies
* Developing Strategy
* Strategy execution
* Operational Efficiency
* Operational Excellence
* Resource Management
* Operations Management
* Drive operational transformation in regards to people, processes and systems Strategic Growth
* Setting KPIs and SLAs and ensuring they are met month on month

**Also handling National Level Placements as an Adhoc responsibility given by the Company.**

**Assistant Manager –Sales and Marketing(Gujarat): NIIT Ltd Feb 2010 till May 2012**

**Industry Collaborator Gujarat and Maharashtra; NIIT Ltd Feb 2008 to Feb 2010**

NIIT Ltd. is a pioneer in quality computer education and training for the last two and half decades with a mission to get people and computers together successfully. Ranking in top 20 global IT training companies by IDC, NIIT is accredited with creating nearly one-third of software professionals in India

**Responsibilities as TME:**  Responsible for providing institutional support in planning, strategy formulation, team building and execution from a marketing and sales focus to designated centers.

**Institution Building Support:**

* Support center management teams in strategy formulation in crucial areas
* Provide value added support to the centers for effective implementation of the QMS
* Performing /assisting TH in all activities relating to setting –up of a centre
* Performing /assisting TH in all activities relating to fresh batch launch planning.
* Participate in the review of SV docket and centre status with the TH/AH  & RGH
* Responsible for roll-out of product policies and implementation
* Responsible for conducting stock audit for marketing material and courseware

**Marketing and Sales Support:**

* Supporting all aspects of business growth and marketing
* Responsible for conducting periodic target setting and sales review.
* Responsible for conducting BE/Counselor review, competition review and Front Office sales review.
* Provide marketing & Sales support visits on time as per the norms

**People Management and Team Building Support:**

* Performing/assisting TH in recruitment of Front Office Counselors, Business executives and Placement Executives
* Performing/assisting TH in identifying the training needs of Front Office Counselors, Business Executives and Placement Executives

**Responsibilities as Industry Collaborator:**

**Placement targets (akin to achieving sales)**

* Met **342%** budget achievement for FY 08-09 and met **104 %** budget achievement for FY 09-10 and
* Delivered **608% growth** for Gujarat in Placements for FY 08-09
* **Ranked 5th Nationally** and showed **growth of 48%** for FY 09-10
* **Nationally topped the charts and was ranked as number 1 IC for 08-09**
* **Received the Excellence Award for 08-09**

**Team leading and supervision:**

* Monitor Placements for 19 centers across Gujarat and Maharashtra.
* Weekly Performance reviews for all Centers
* Maintaining the Database and the Monthly Reports.

**Industry Liaison**

* Collaborate with 92 IT Industries across and getting openings for all locations.

**Training execution**

* 48 Non- Tech grooming Sessions

**Student assessment and counseling**

* Took 48 Career Guidance Talks for the students.
* Profiling of the Resumes according to the requirements and sending students for the interviews

**Marketing and promotions**

* Arranged 27 Promotional activities , **40**Alumini talks, **18** HR Talks, **26** Industry visits.
* Arranged 15Job fairs and Campuses **15** job fairs with an average conversion ratio of **40%**.

**Senior Visa Counselor; Planet Education Jan 06 to Feb 08**

Planet education aims to provide students with guided assistance on a variety of aspects of studying abroad ranging from providing students with information on the advantages of pursuing their education in Australia , UK , USA , New Zealand and Canada.

**Responsibilities:** In charge of Visa Counseling to prospective students enrolled for courses in Universities of Australia. Key deliverables were student conversion to Australian universities and ensuring Visa clearance for them

**Student counseling and sales delivery:**

* Counseled over 600 students for student visas minimum 83% conversion of the registered students.
* Achieved visa success ratio of 100%.

**Marketing and promotions:**

* Undertook 30 Visa Presentations for the prospective students.

**Operations and administration:**

* Handled Visa files for the enrolled students and follow up of the Visa file completion.
* Launched Visa files through electronic Visas and Paper base.
* Prepared and Launched 498 number of VISA files through electronic and paper based mediums.
* Documented and managed student data base.

**Liaison and fee processing:**

* Managed the Australian Universities liaison for fee procurement and enrollment.
* Managed the process of collecting fees from the enrolled students and sending it to the concerned universities in Australia.

**Traffic Assistant; East West Airlines May 1993 to Nov 1994**

**Job responsibilities included:**

* Reservation Officer at the City Office handling reservation on Gabriel GDS (Global Dist System) II.
* Handled the queries of Agents for Online confirmations.
* Handled the incoming and outgoing traffic of the passengers of the airline at the airport.
* Was responsible for making the Trim-sheets and Load-sheets of the aircraft

**EDUCATION**

* Bachelors(Honors) in Arts (English Literature),Bhavan’s College ,Ahmedabad **1992-1995**
* Certificate Course in Catering and Nutrition, P.U.S.A New Delhi, **1991-1992**
* **Pursuing PGDHRM from Symbiosis Pune**

**CURRENT LOCATION: AHMEDABAD**

**Signature: Anjali Bhatia**