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|  | HITESH KATESHIYA  +91 98252 12187 hitesh\_kateshiya@yahoo.co.in  302 Navkar 2 flats, Naranpura, Ahmedabad, Gujarat. | | | |
|  |  |  | | PROFILE SUMMARY  Highly organized, analytical & strategic problem-solver. Effective in managing multiple projects and initiatives to completion, and meeting deadlines in a fast-paced environment. 20 years of experience in B2B, B2C, and Government business  B2B – Higher education, Overseas Education with Schools, Colleges, and university tie-ups. Corporate sales, Key Account Management.  B2C - Full Sales cycle of admission/recruitment process, Marketing planning of ATL & BTL both in Higher education, Overseas Education.  B2G- Skill Development projects in Schools, Training, and Lab setup projects.  Objective  I am looking for a challenging and stimulating pursuit in a reputed organization, where I can best utilize my skills and strengths to accomplish the organization’s goals and objectives and simultaneously get an opportunity to expand my knowledge base. |  |
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| SKILLS B2C – Direct SalesB2B – Chanel salesCorporates salesBusiness DevelopmentMarketing PlanningEvent & Activity planningArea / Region managementTeam buildingTeam HandlingKey Account Management |  |  | |
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| ` EducationMBA MarketingCSJM University - Kanpur 2000 - 2002 B.Com. – Adv. AccountsSaurashtra University-Rajkot 1997-1999 Chartered ManagerCMI – United States 2009  PERSONAL  DETAILS  Date of Birth:  *12th December 1976.*  Proficiency in languages:  *English, Hindi & Gujarati.* Marital Status:*Married* | | |  | experience **Head – B2C**  *MSM Unify – The leader in International Student recruitment. Sept 22– till date*   * Initiated the entire B2C vertical * Strategy planning for Sales, Recruitment, Operation, Training. * Process structure * Business Development & sales cycle planning * Inside and Field sales team management.   **Regional Manager - Gujarat**  *I Nurture Education Solution Pvt. Ltd. February 2021 – Sept.22.*   * B2B – Exploring new Schools, College partners for Gujarat and Rajasthan. * Planning ATL & BTL Marketing strategy for lead generations. * Creating Brand awareness for partners in their prospective markets and among TA. * Team handling, recruitment, and training for better conversions from the leads. * B2C: Leads follow ups, Inside sales team handling, Train them and help in counselling  **Manager- Admission & Marketing - Ahmedabad***AMITY University, Ahmedabad, April 2019 – February 2021.*  * Counselling students and training the team helping to close the deals. WFH process designed and implemented. * Strategically planning BTL and PR plans to promote Amity in the states of Gujarat & Rajasthan. * Involved in Digital Marketing planning with the SEO team and analyzing budget. * Direct connect with all stakeholders Schools, Colleges & Consultants   **Zonal Business Manager – Gujarat.**  *Times Pro – TOI Group, September 2016 to December 2018,*   * Handling all 3 verticals B2C, B2B & B2G for Gujarat. * B2B : Visiting schools for tie-ups, Meeting the decision maker to explain the benefit of the project. * Coordination with Principal, Teachers for demo and presentations. * B2C: Prospecting, Identifying, and generating new leads for SAP training & certification in Corporate sales. * B2G: Exploring new projects and bidding for additional business thru Government business.   **Area Manager - Gujarat**  *IBS Business School – ICFAI Group, January 2015 to June 2016,*   * Conceptualizing and implementing BTL Campaigns & Event management i.e. FDP, SDP, TPO Seminars & presentations. * Led business development in Gujarat state and managing relationships and engaging stakeholders.   **Regional Manager – Gujarat,**  *Focus Edu-Care Pvt. Ltd., September 2010 to December 2014.,*   * Turned around Ahmedabad center to No.1 in India by Revenue Growth of 207% within 1 year of joining. * Ed Tech -Selling the School management program (ERP) to the schools of Ahmedabad. * Initiated government business successfully by acquiring Rs.12 Crore skill development projects.   **Dy. General Manager – Ahmedabad Campus.**  *Karnavati University (UWSB) December 2008 to January 2010.,*   * Strategical planning of Sales, Marketing, and PR to create strong awareness among TA. * Achieved 150 % of admission target, which persuaded to start 3 more new campuses. * Created College, Coaching class & Academics channel as source center for admissions.   **Centre Head. Surat & Ahmedabad.**  *NIIT LTD, June 2006 to November 2008.*   * Distinguished for developing a new center at Surat and turning around it by achieving business growth of 228 % and revenue growth of 210 %. * Schools and colleges connect for various events and activities, Tie up with engineering colleges for curricula support. * B2B sales of Java, Microsoft vouchers   **Branch Manager – Ahmedabad**  *ICFAI University - DLP, December 2005 to May 2006.*   * Despite no prior industry experience and a shoestring budget, jump-started business. * Sales growth of 164 % by colleges connects through various BTL activities & Tie-ups.   **Experience in Life Insurance Industry – (2002 to 2005)**  **Branch Manager – Surendranagar, Gujarat.**  *Bajaj Allianz LICL, April 2004 to December 2005.*   * Accomplishing 65% sales to budget within 2 years. * Recruited & trained 6 sales managers and 72 licensed insurance advisors.   **Agency Manager –Rajkot**  *Birla Sun LICL, Rajkot., October 2002 to March 2004*   * Appointed 35 advisors. * 5 Advisor became a Silver club member. |