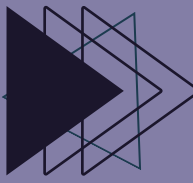




HORMAZ KAVINA

AREA BUSINESS HEAD



17th January 1995



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Manilal Party Plot, Motera,
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ABOUT ME

Results-driven Area Business Head with 5 years of experience in the edtech industry, specializing in marketing and FMCG sectors. Proven track record of achieving revenue and sales targets, driving customer satisfaction, and managing high-performing teams. Expertise in sales, marketing, operations, and customer experience.

CORE COMPETENCIES



Managing Stakeholders and Account Management



Team Management



Market Centric Sales



Assertive Communication & Client interaction skills



Creative & Innovative



Skilled Problem Solver

PERSONAL HOBBIES

- Reading
- Traveling
- Photography
- Theatre
- Sports

LANGUAGES KNOWN

English 

Gujarati 

Hindi 

PROFESSIONAL EXPERIENCE

AREA BUSINESS HEAD

THINK AND LEARN PVT. LTD.

BYJU'S - Ahmedabad | July 2023 - present

KEY HIGHLIGHTS AND RESPONSIBILITIES

- Delivered 300+ enrollments by generating leads and walk-ins, 1st all over West region since inception of assigned centre.
- Awarded as star of the month for two consecutive times on overdelivering the target (generation of over >5000 walkins at the centre till date).
- Led revenue generation and sales efforts, surpassing branch targets consistently.
- Handling team of 30 members in Business Development, sales and training them to achieve maximum output.
- Owned complete responsibility for sales, marketing, operations, and customer/students' experience.
- Implemented training and performance management programs to ensure a high-performing team.
- Successfully handled branch operations and provided support to other departments, fostering effective cross-functional collaboration.
- Proactively addressed students' and parents' concerns, delivering optimal solutions to ensure customer satisfaction.
- Implemented strategic branding initiatives through various mediums, resulting in increased brand visibility and awareness.
- Utilized reports and conducted thorough analysis to drive strategic decision-making and execution.
- Fostered team motivation, coordination, and performance, taking ownership of employee development and retention.

MARKETING MANAGER

THINK AND LEARN PVT. LTD.

BYJU'S - Ahmedabad | June 2022 - July 2023

KEY RESPONSIBILITIES

- **Planning, managing and executing** ATL/BTL Campaigns and marketing event Activations to promote BTC products, generate leads and center walk-ins to ensure consistent revenue generation.
- **B2B:** Promoting BTC programs and international quiz and olympiad exams to schools and teachers through Email campaigns, In house events and workshops creating awareness through digital marketing campaigns and
- **Team Management:** Managing a team of 25-30 business development executives- recruiting, training and communicating the sales team on plans and outcomes for better target allotment.
- Identify, develop, and evaluate marketing strategies, based on BYJUS objectives and market characteristics- Build strong consumer relationships, collect product and brand feedback and actively address all consumer needs.
- Budgeting & forecasting having stronghold on CRM and SaaS platforms for identifying lead requirements in adherence with central team.

Sr. Marketing Officer

SMOLLAN INDIA PVT. LTD.

Cliental: Unilever Nepal Ltd. | Oct 2019 - Jun 2022

KEY HIGHLIGHTS

- In charge of the entire Scouting activity for new outlets, generating revenue sales of 4.75 crore for UNL across all regions.
- Successful BTL execution of new product launches and brand activation for Ponds SPS, Surf excel EW and Vim Anti-smell for UNL.
- Redeployed Beauty Advisors and generated achieved sales targets during pandemic through tele calling and focus pack activations.

KEY RESPONSIBILITIES:-

- Handling Modern Trade (Brand Execution, Merchandising & Visibility compliance), General Trade (Visibility and Availability Compliance & Brand Execution) and Lakme Beauty Advisory Channel of Customer development vertical for Unilever.
- In-charge for BTL Retail Execution, Managing a team of 120+ Product Consultants / Merchandisers and 15+ Field Supervisors, Driving Route to the market initiative under Unilever guidelines.
- Implementing Field Force Effectiveness & executing plans with UNL COE & CD-Sales team to achieve perfect store mechanism & deliver market growth.
- Ensuring attendance of promoters and supervisors on field, outlet coverage, sales conversion, 100% manning, attrition management, training, conducting regular interval reviews and meetings.

Import Sales Executive

TEAMGLOBAL LOGISTICS PVT. LTD

Mumbai- Ahmedabad | March 2018 - Oct 2019

KEY RESPONSIBILITIES:-

- Conducted meetings with manufacturers, traders, and corporate clients to cater to their import-export shipment requirements.
- Served as the primary point of contact, delivering positive customer experiences through active communication and timely responses, ensuring quality execution against expectations.
- Achieved desired sales objectives, contributing to the financial and ethical objectives of the division.
- Developed new accounts and maintained existing ones through effective business development strategies.
- Coordinated with overseas counterparts for rate negotiation and prepared quotations as per clients' requirements.

Intern, Shoppers Insight

NIELSEN INDIA PVT. LTD.

Mumbai | March 2018 - Jun 2018

- Interacted with customers to understand and document responses using Computer-assisted personal interviewing (CAPI) devices.
- Ensured authenticity of research by fortifying the genuineness of responses.
- Documented observations collected by the field team during the performance evaluation of market segments in India (Pharmaceutical, FMCG, and BFSI).

ACADEMIC BACKGROUND

ICFAI BUSINESS SCHOOL, MUMBAI

7 GPA

MBA(Marketing, Operations)

March 2016- March 2018

SEMCOM, ANAND

BBA

March 2013- March 2016

7 GPA

BHARTIYA VIDYA BHAVANS, BHARUCH

70%

HSC

March 2011- March 2013

BHARTIYA VIDYA BHAVANS, BHARUCH

75%

SSC

March 2010- March 2011