

ASHUTOSH KUMAR

Mobile: 7830800610
E-Mail : ashu.216150@gmail.com

Seeking Senior level assignments in Operations Management/ Sales Management/ Business Development with an organisation of repute in the Education Industry.

Professional Synopsis

16 years of experience in Operation Management, Team Management, Sales & Business Development, Events & Promotions and Brand Management.

- **Presently associated with C.T. University, Ludhiana since Oct. 2021 to till date as Asst. Director (Marketing and Admissions)**
- Handling team in Uttarakhand & Western U.P. territory and guiding them to attain the sales targets.
- Demonstrated abilities in cementing healthy relationship with key accounts for generating business and leading workforce towards accomplishing business and corporate goals.
- An out-of-the-box thinker with a flair for charting out strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.
- Proficient at managing & leading teams for running successful process operations & experience of developing procedures, service standards for business excellence.
- Proven track record of creating team work environment to enhance productivity innovatively. Excellent communication, inter personal and relationship management skills.

Career Highlights

C.T. University – Oct. 2021 to till date as a Asst. Director – Marketing & Admissions

Key Result Areas

Team Management & Business Development

- Handling a team in Uttarakhand & Western UP territory.
- Promotion of all the full time campus based education programs offered by the University.
- Planning and Execution of marketing strategies
- Recruiting team members, grooming them and monitoring their performance to ensure efficiency in operations and meeting of individual & group targets.
- Identifying and implementing strategies for building team effectiveness by promoting a spirit of cooperation.
- Updating the market information of various competitors.
- Settlement of customer grievances and disputes.
- Facility management, office administration, event management, team reviews.

- Designing & executing marketing/ promotional activities such as trade fair, education fair, information desk, event sponsoring, media advertising, internet marketing, to increase the business volumes.
- Cemented strong relationship with coaching centres, schools & colleges.

Academy of Pastry & Culinary Arts, Gurgaon – April 2018 to Sept. 2021 as a Regional Manager(Education Partnerships) – Part Time Assignment

Key Result Areas

- Marketing & managing promotional activities in Uttarakhand & Punjab region.
- Promotion of Diploma & Advance Diploma programs of the Academy.
- Planning and Execution of marketing strategies
- Arranging Live Demos in schools & Hotel Mgt. institutes.

I-Nurture Education Solutions, DDN. – Nov.2016 to Feb.2018 as a Manager (Business Development)

Key Result Areas

- Handling a team in Uttarakhand & Western UP territory.
- Promotion of all UG & PG (New Age) programs offered by the Uttaranchal University in association with I-Nurture Education Solutions.
- Planning and Execution of marketing strategies.

M.M. University, Ambala – Oct.2012 to Oct.2016 as a Manager - Marketing

Key Result Areas

- Handling a team in Uttarakhand & Western UP territory.
- Planning and Execution of marketing strategies
- Promotion of all the full time campus based education programs offered by the University.
- Arranging seminars in schools & colleges.
- Responsible for achieving the admission targets.

ICFAI Group(CPAD), Dehradun – Oct.2008 to Sept.2012 as a Branch Manager

Key Result Areas

Branch Operations

- Establishing short / long term budgets & corporate strategies for achieving profitability.
- Planning and analysis Business for assessment of revenue potential in business opportunities.
- Monitoring overall functioning of processes, identifying improvement areas and implementing measures to maximize customer satisfaction level.

Business Development

- Analyzing & reviewing the market response/ requirements and communicating the same for accomplishment of the business goals.
- Determining company's mission & strategic direction as conveyed through policies & corporate objectives; with focus on top line and bottom line performance.
- Implementing promotion plans and new concepts to generate increased sales for achievement of revenue targets.
- Counselling of students for various programs offered by The ICFAI University.
- Handling of telephonic enquiries and walk-ins, fixing appointment with the clients, and closing the sales.
- Brand promotion through information desk, kiosk, blood donation camp, presentation in various institutions & coaching centres.

Brand Management

- Conducting and organising sales promotional activities as a part of brand building and market development effort by mapping the target customers/ audience.
- Building brand focus in conjunction with operational requirements and ensuring maximum brand visibility and capturing optimum market shares.

Career Launcher (I) Ltd., Dehradun – March 2005 to Sept.2008 as a Marketing Manager

Key Result Areas

- Arranging seminars in schools & colleges.
 - Planning and Execution of marketing strategies in Dehradun & nearby areas.
- Promotion of all the programs offered by the CL.
- Planning and Execution of marketing strategies.
- Responsible for achieving the admission targets.

Education Highlights

Diploma in Hotel Management from Dr. Ambedkar Institute of Hotel Mgt. under NCHMCT, PUSA, New Delhi

Passed AISSE & AISSCE from CBSE Board.

IT Skills

- Operating System : Windows XP
- Internet : E-Commerce

Training/Workshop

- Attended several workshops on counselling organised by Career Launcher.
- Successfully organized several Faculty Development Programme in ICFAI University, Dehradun.

Attributes

- Fluent in English & Hindi.
- Action oriented, pragmatic, resourceful and realistic.
- Excellent persuasion, communication and presentation skills.

Area of Interest

- Traveling, listening to music, watching movies, playing & watching cricket.

Personal Details

- Date of Birth : 18th March, 1976
- Present Address : 216/150, Old Dalanwala, Dehradun - 248001
- Marital Status : Married