



Uttam Das



Mangalore , Karnataka, India



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## SKILLS

Outreach & Communication

Admissions & Marketing Management

Digital Marketing

Revenue Generation

Grievance Management

Team Management

Stakeholder Management

Advertisement & Branding

Business Development



## TRAINING & CERTIFICATIONS

- Content Marketing Certification 2019
- In-Bound Marketing Certification 2019
- Digital Marketing Certification 2020



## COMPUTER PROFICIENCY

Windows 8, 9, 10

Windows XP

Sales Force CRM

NPF Automation Platform

Zoho One

Spark TG & Aмео

MS Office

ERP



## LANGUAGES

English

Hindi

Bengali

Assamese

Punjabi

# Head Admissions Marketing



## PROFILE • ABOUT ME

A self-motivated, result oriented and dynamic professional with around 11+ years of work experience in Admissions, Marketing, & Outreach. Possess commendable interpersonal, communication & organizational skills with proven abilities in team management, Admissions & Marketing, Operations and Revenue Generation.



## CAREER HIGHLIGHTS

Some of my job responsibilities that I have taken care of are mentioned below. The points will just give you an idea but not the complete understanding of the nature of work done and the responsibilities and work performed.

- Strategic admissions and marketing planning to achieve the targetted number of admissions year on year.
- Research and develop plans to penetrate new markets to achieve the objective of diversified student crowd.
- To plan, develop, execute, and monitor the successful maximum student enrolment methods.
- Developing marketing strategies and plan to attract candidates towards the brand.
- ATL/BTL activities management for both online & offline marketing.
- Gather and organize information to plan advertising campaigns, plan the advertising, including which media to advertise in, such as radio, television, print, online, and billboards. Negotiate advertising contracts, inspect layouts, which are sketches or plans for an advertisement.
- Manage sales pipeline, forecast monthly sales, and identify new business opportunities in order to achieve Monthly Targets and ABP across all parameters.
- Preparing and monitoring the annual departmental budget for admissions and marketing.
- Overseeing the digital marketing campaigns to ensure campaigns are running on time and developing the contents and plan for the campaigns.
- Managing outreach team, tele-callers, counsellors, executives, managers and reviewing their work from time to time and measure.
- Managing and overseeing the entire application process of the student to ensure the best user experience.
- To ensure CRM disciplines are maintained and engagement plans are in place.
- Ensuring speedy resolution of queries & grievances to maximize customer satisfaction levels.
- Organizing and participating in relevant events to ensure larger pie of market share.
- Meeting the Principals, Coordinators, and management Personnel of schools for CSR activities and counseling.
- Maintaining relationships with media personals and Govt. Personnel

Apart from the above-mentioned responsibilities, I have handled vast array of other responsibilities throughout my career span till now.



## WORK EXPERIENCE

### Head Admissions Marketing

Nitte Education Trust (Nitte University)  
Mangalore, Karnataka

Feb 2021  
- Current

### Branch Head

ChipEdge Technologies Pvt. Ltd.  
Bangalore, Karnataka

Jul 2019  
- Feb 2021

### Sr. Manager ORCA

Alliance University  
Bangalore, Karnataka

Feb 2016  
- May 2019

### Manager Academic Relations

ITM Group of Institutions  
Mumbai, Maharashtra

Sep 2010  
- Jan 2016

PERSONAL INFORMATION

**Birthday**  
19/05/1984

**Gender**  
Male

**Marital Status**  
Married

**Father's Name**  
Mr. Sunil Kumar Das

**Nationality**  
Indian

EDUCATION

<b>High School</b> K.V.Silchar CBSE – Division I Silchar, Assam	Completed May 2000
<b>Intermediate</b> Cachar College AHSEC – Division I Silchar, Assam	Completed May 2002
<b>Bachelor of Arts</b> Cachar College Assam University – Division I Silchar, Assam	Graduated Dec 2005
<b>Computer Science &amp; Engg., Diploma</b> Acharya Institute of Management & Technology BTE – Division I Bangalore, Karnataka	Completed Jun 2008
<b>Marketing, Master of Business Administration</b> NERIM Dibrugarh University – Division I Guwahati, Assam	Post Graduate Aug 2010

DECLARATION

I, Uttam Das, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Uttam Das

Mangalore, Karnataka