

ALEIFIYA BAGASRAWALA

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SUMMARY

Experienced Higher Education Professional with a proven track record of building and scaling successful communications, admissions, and outreach strategies. Skilled in business development, social media, branding, and communications, seeking challenging leadership roles to drive operational excellence and achieve sustainable growth while making a positive impact on society.

WORK EXPERIENCE

Senior Consultant, 9.9 Group Pvt Ltd (Advisor: JK Laxmipat University, Jaipur) (Contract)

- **Significant Enrollment Growth:** Achieved a substantial increase in enrollments from 60 to 600 in a short period.
- **Process Improvement:** Streamlined processes and workflows to enhance efficiency and effectiveness.
- **Strategic Partnerships:** Facilitated partnerships to expand reach and opportunities.
- **Content Creation:** Supported webinar creation and student advisor training.
- **Client Guidance:** Provided strategic advice and planning to clients for long-term success.
- **Active Representation:** Represented clients and employer at industry events.

Head / Director, University Communications, Ajeenkya DY Patil University, Pune August 2023 - March 2024

- **Strategic Leadership:** Led the development and execution of a comprehensive marketing and communications strategy.
- **Team Management:** Managed a team of 15+ professionals to oversee marketing initiatives.
- **Channel Strategy:** Planned and executed internal and external communications across multiple channels.
- **Brand Building:** Focused on brand positioning, visibility enhancement, and ATL/BTL activities.
- **Media Oversight:** Managed the entire media landscape, including website development, content creation, social media, press, and media relations.
- **Innovation:** Introduced innovative youth-focused communication channels.

Regional Head - Outreach & Communications, Sai University, Chennai April 2022 to July 2023

- **Strategic Planning:** Developed growth and strategy plans to increase brand awareness and admissions.
- **Team Leadership:** Led teams to oversee marketing and communications initiatives.
- **Brand Building:** Established brand positioning and executed marketing campaigns.
- **University Development:** Contributed to founding and building the university, including special projects and partnerships.
- **Outreach and Representation:** Represented the university at conferences, schools, and media events.
- **Operational Excellence:** Managed various aspects of university operations, including admissions, content creation, and media relations.

WORK EXPERIENCE

Senior Manager, Admissions and Outreach | West-East Region and Digital Presence, FLAME University, Pune

April 2019 to March 2022

- **Engagement and Communications:** Developed strategies to manage leads, improve application rates, and engage stakeholders effectively through various channels, including on-campus events, digital communications, and targeted campaigns.
- **Stakeholder Collaboration:** Collaborated with students, faculty, alumni, and leadership to foster strong relationships and support university initiatives.
- **Agency Management:** Successfully managed an agency to meet the outreach department's needs for mailers, webinars, and other marketing materials.

**Marketing & Communication Manager, Studio 52 Media Productions LLC
Dubai, Pune Office (MENA & GCC region)**

March 2015 to April 2019

- **Sales and Marketing:** Increased client base by 50%, onboarded marquee clients.
- **Team Leadership:** Led teams for project delivery and revenue generation.
- **Operations Management:** Established and managed operations for global clients.
- **Service Expansion:** Up-sold and cross-sold various services.

Business Development (Ad Sales) Executive, Youth Incorporated Magazine, Mumbai

November 2014 to December 2015

- **Marketing and Ad Sales:** Managed marketing and ad sales to generate brand awareness through offline and online channels.
- **Brand Partnerships:** Created brand partnerships through ad sales, IP events, and digital sales.
- **Client Onboarding:** Onboarded new clients for the magazine's education, fashion, and lifestyle segments.
- **Event Leadership:** Led and conceptualized the Youth Inc Festival Awards for best college fests in India, securing a title sponsor and other sponsors.
- **Content and Digital Presence:** Contributed to blogs, content ideas, magazine pagination, and digital media activities.

Soft Skills Trainer & Consultant

May 2012 to Present

- **Institute Establishment:** Instrumental in setting up DMES, a standalone institute in Pune.
- **Corporate Training:** Conducted training sessions for corporates, schools, and professionals.
- **Volunteer Work:** Served as a personality development trainer for grades 1 to 5 in underprivileged schools through multiple NGOs.

EDUCATION

- Accelerated Management Program, Harappa School of Leadership (Certificate)
- Welingkar Business School, PG Diploma in Business Management (Marketing)
- Mumbai University, Bachelors in Management Studies (Marketing)
- Higher Secondary (Grade 12) from Jai Hind College, Mumbai
- Train the Trainer Program/Soft Skills Trainer - The Personality School, Mumbai
- Completed B2 Levels of French from Alliance Francaise de Bombay, Cuffe Parade

EXTRACURRICULARS & ACHIEVEMENTS

Author

- **Passionate Author:** Writes on social causes, self-help topics, and fiction.
- **Published Works:** Author of "Making HerStory," "Amethyst Book of Etiquette," and "Que Sera Sera."
- **Award:** Awarded the "Woman of Substance" award for contributions to the "Walk for a Cause" campaign.

Entrepreneurship

- **Amethyzt Ventures:** Founded a passion project on home-blended fragrances.
- **Awards:** Awarded the "India Brainy Beauty" title and the "Iconic Women's Award" for Amethyzt.

Social Impact

- **Florian Foundation:** Volunteering as Director of Women's Cell, supporting women affected by acid attacks.
- **Community Involvement:** Member of BJP Education Cell, The Outreach Collective, and Early Childhood Education Association.