

# Apoorva Srivastava

## Admission Counselor

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### Professional Summary

Experienced and dynamic professional with over 6 years of proven success in sales and marketing roles. Skilled in problem-solving with a proactive approach, utilizing exceptional communication, interpersonal, and team management abilities. Highly skilled in analytical and organizational capabilities, possessing a deep comprehension of marketing strategies, student support systems, and funnel management processes. Extensive knowledge of the education sector, including team leadership, client outreach, counseling, and effective communication through e-mails and cold calling. Eager to embrace challenging opportunities where I can leverage my expertise to drive organizational growth.

### SKILLS-

- CRM proficiency
- Sales & Negotiation
- Counseling and guidance
- Client Relationship Management
- Outreach & lead generation
- Lead management
- Time management
- Problem-solving skills
- MS-Excel

### WORK EXPERIENCE-

**05/2024-current     Business Development Associate**  
**Pride InfoTech, Lucknow**

- **Market Research-** Conduct thorough market research to identify potential clients, industry trends, and competitive offerings.
- **Detailed overview of the offered course-** Provide comprehensive information on online and offline courses, highlighting key benefits and requirements
- **Supporting Candidates with Application Processes and Documentation:** Assist candidates with application processes, including filling out forms and gathering necessary documentation
- **Support for Program Success and Career Advancement:** Support for Program Success and Career Advancement
- **Regular Communication with University Contacts:** Maintain regular communication with university points of contact for updates and to address team queries.

**08/2022-04/2024     Admission Counselor**  
**Distance Education School, Noida (Remote)**

- **Relationship building;** Fostered strong connections with clients and students.
- **Client Support:** Ensured needs were met through consistent communication.
- **Client Outreach:** Employed cold e-mails and calls to reach out to potential clients effectively
- **Lead Management:** Guided and nurtured leads through the sales funnel to successful conversion

- **Counseling:** Provided in-depth guidance on online courses and supported candidates throughout enrolment and beyond
- **Applicant Support:** Addressed queries about courses, universities, and student portals, and kept students informed about exams, lectures, and other relevant matters via emails
- **CRM Management:** Maintained accurate lead status updates in the CRM system

**03/2021-07/2022      Assistant Manager-Admissions**  
**Dr Gaur Hari Singhania Institute of Management Studies, Kanpur**

- **Managed Student Database:** Efficiently handled and maintained student records, ensuring accuracy and confidentiality.
- **Documentation and Fees Management:** Oversaw all documentation processes and managed fee-related tasks, ensuring timely and accurate processing.
- **Admission Letters Preparation:** Prepared admission letters and letters of selection, ensuring clear communication with prospective students.
- **Sales Team Support:** Collaborated with the sales team to increase university admissions, contributing to the achievement of enrollment targets.
- **Administrative Support:** Provided comprehensive administrative support to the admissions office, enhancing operational efficiency.
- **Educational Outreach:** Participated in education fairs to strengthen the college's rapport with prospective students and parents
- **Reach out through LinkedIn and Emails:** Contact HR via LinkedIn and email regarding internship opportunities for students

**07/2017-02/2021      Pranveer Singh Institute of Technology, Kanpur**  
**Admission Co-ordinator**

- **Course Recommendations:** Analysed students' profiles and backgrounds to suggest courses tailored to their needs
- **Course Counseling:** Provided detailed explanations of available courses and counseled prospective candidates.
- **Admissions Counseling:** Conducted phone and in-person sessions with candidates, supporting them through every stage of the admission process
- **Student Monitoring:** Regularly followed up with enrolled students to ensure timely fee payments and tracked attendance.

### **ACADEMIC QUALIFICATION-**

- Completed M.com from D.A.V. College, Kanpur in 2017
- Completed B.com from Armapur PG, College, Kanpur in 2015
- Passed intermediate from City Model Inter College, Kanpur from UP Board in 2012
- Passed High school from City Model Inter College, Kanpur from UP board in 2009

### **PERSONAL DETAILS-**

- Date Of Birth- 24/01/1994
  - Gender- Female
  - Marital Status-Married
  - Languages- English & Hindi
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