




# PURNIMA SINGH

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 Gurugram

## PROFILE INFO

Over 3 years of Experience in the Marketing field as a Marketing Executive and Business Manager. An organized, hard-working, and effective Strategic marketer and business manager, skilled at seeing the big picture and identifying tasks to facilitate on-time and cost-efficient completion. Proven Leader and Team Player, adept at supervising and supporting team members to achieve personal and professional goals.

## EXPERIENCE

### EDUCATION

**IBMR, GURGAON - 2018-2020**  
• MBA & PGPM

### SKILLS

- People Management
- Problem Solving
- Stakeholder Management
- Customer Engagement
- Good Communication Skills

### LANGUAGES

- HINDI
- ENGLISH

#### SENIOR CONSULTANT - GREAT LEARNING - 6 MONTHS

- Own the end-to-end learning journey of the participants to ensure learning outcomes are met and participants have a Great Learning experience with high satisfaction levels
- Be the first point of contact for participants, troubleshoot queries, and manage discussions.
- Ensure operational excellence through the delivery of all responsibilities and processes.
- Management, identification and implementation of processes for smoother program
- Management to ensure a consistent and trouble free learning experience.

#### BUSINESS HEAD - UPGRAD - 9 MONTHS

- Develop goals and objectives that tend to growth and prosperity
- Design and implement business plans and strategies to promote the attainment of goals
- Ensure that the company has adequate and suitable resources to complete its activities (e.g. people, materials, equipment, etc.)
- Organize and coordinate operations in ways that ensure maximum productivity
- Supervise the work of employees and provide feedback and counsel to improve efficiency and effectiveness
- Maintain relationships with partners.
- Gather, analyze, and interpret external and internal data and write reports
- Assess overall company performance against objectives
- Represent the company in events, conferences, etc.
- Ensure adherence to legal rules and guidelines

#### FRANCHISE HEAD - YOUNGLING WORLD SCHOOL- 1 YEAR

- Recruit, hire, and train sales team
- Set sales goals, compare performance to goals, and adjust goals as needed
- Assess current team processes and procedures, identify opportunities for improvement, and implement them
- Develop individual quotas and assign territories for team members
- Provide detailed and accurate sales forecasts
- Coach, mentor, and provide feedback to team members
- Foster a competitive yet collaborative team environment
- Assess individual performance through observation and measurement, and suggest corrective actions as needed.



## **BUSINESS DEVELOPMENT EXECUTIVE - DPS JUNIOR - 1 YEAR**

- Oversee the sales process to attract new clients.
- Work with senior team members to identify and manage risks.
- Maintain fruitful relationships with clients and address their needs effectively.
- Research and identify new market opportunities.
- Prepare and deliver pitches to potential investors. Foster a collaborative environment within the organization.