MONALISA GHOSH | LinkedIn | Contact: +91- 7070187776 | Email: ghosh.monalisa17@gmail.com

An experienced Program Manager with a demonstrated history of working in the EdTech industry. Skilled in Learning Management System, Key Account Management, Strategic Planning, and Customer Success. Having worked across diverse teams in various capacities within the industry, I have been involved in the successful delivery of client success, LMS training and Performance Improvement.

PROFESSIONAL EXPERIENCE		48 Months
Assistant Manager	**BYJU'S,** Bengaluru	April 2023 - Present

- Analyzed the market trends to ensure sustainable sale potential and creating a loyal customer base to generate **repeat & referral business** through customer excellence initiatives
- Liaised with Tier-1 CBSE Schools and other **Strategic Accounts** to onboard them as clients and ensure service delivery through **Key Account Management** and relationship building
- Coordinated with **Marketing and Sales** team to successfully run **marketing campaigns** in the region to generate sales leads and improve on the services front through customer feedback loop
- Performed competitive benchmarking of **10+ academic projects**, driving insights through data analysis to come up with a content plan for the new launches and existing products
- Created a daily **MIS Reporting and Analytics dashboard**, preparation of Decks for CXO Business review & Industry Meets
- Conceptualized a weekly performance report to the senior leadership, reviewing the **customer success metrics** for BTC

Academic Success Lead	**BYJU'S,** Bengaluru	March 2022 – April 2023

- **Analyzed** student retention data to design interventions and improve the student **learning experience**
- Conducted **Gap-Analysis** to determine the skills needed and developed the training plans for Teachers under the **MoU with Andhra Pradesh Government**
- Understand the market sentiments, identifying the target market segments and aiding the management to create a product evolution strategy to improve **profitability and retention**
- Mentored the growth and development of **20+** mentors by providing them with the required inputs, direction, opportunities, and trainings to meet the targets
- **Liaised** with cross-functional departments Subject Matter Experts and leadership ensuring co-ordination

Learning and Development Specialist	**BYJU'S,** Bengaluru	Oct. 2019 - March 2022

- **Optimized** training modules and executed rigorous evaluations to capture high impact learning activities
- Utilized **program and project management** skills to plan, track and execute module development
- Collaborated with **customer experience** team to **improve the NSS** at an overall level across mediums
- Liaised with stakeholders **(5+ Central and 6 regional learning teams)** to create their content pipeline
- Managed a **re-engineering project** and restructured communication to reduce paperwork by **75%** among departments
- Established **workflow, framework,** and **standards** for projects from initial request to publishing content
- Designed a **blended learning solution** including classroom training & virtual classes as necessary
- **Created**, **reviewed**, and **validated** content tailoring according to the needs of the students
- **Partnered** with business teams for validation & drafted contingency plans to ensure a smooth pipeline
- Proactively worked with key stakeholders to **shape the L&D agenda** and improve business performance
- Performed key **stakeholder communications** such as Learning SPOCs communications etc.
- Received **3 'Appreciation' awards** and 'Outstanding' rating **(among Top 8%) in 3/3** performance evaluations

EDUCATION		
Degree	**Institute**	**Year**
M.Sc. (Zoology)	Ranchi University	2019
B.Sc. (Zoology)	Ranchi University	2017
HSC	Delhi Public School, Jamshedpur	2013
SSC	Delhi Public School, Jamshedpur	2011

KEY PROJECTS

Spectroscopy and Micro Imaging	- Successfully completed the 6-month internship from Centre for Cellular & Molecular Biology, Hyderabad - Researched on the "Investigations of behavioral and metabolic changes in C-57 mice under chronic alcohol and nicotine exposure"

CERTIFICATIONS

Fundamentals of Digital Marketing	- Successfully learnt the fundamentals of **digital marketing and e-commerce** from **Google** - Skilled in attracting and engaging customers through **digital marketing channels** and measure performance through **data analytics**

SKILLS AND CORE COMPETENCIES

Team and Program Management	MS PowerPoint	Learning Management System (LMS)
Business Analysis	Stakeholder Management	Growth Strategy
MS Excel	Project Management	Consultative Sales
Team Building	Marketing Analytics	Campaign Management