

SHEETAL KAKAR

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ASTUTE BUSINESS LEADER WITH EXPERIENCE IN TRAINING & DEVELOPMENT, DIGITAL MARKETING FRANCHISE RELATIONSHIP MANAGEMENT, SOLUTION SELLING AND STRATEGY DEVELOPMENT

SUMMARY

- Expertise in Digital Marketing with 2 years of experience Social Media Marketing, Google My Business, Pinterest, Instagram, Meta Business Suite, Email Marketing, Meta Ads, Social Media Management, Boosting, Blogging, SEO, E-mail Marketing
- 16+ years of background in Training, program delivery, administration, relationship management, franchise development, and marketing communication including Editing, Proof reading, Learning & Development, Counselling & Education industry
- Vast experience in conducting seminars and training sessions on business operations, product knowledge, marketing strategy and self-development
- Strong Interpersonal skills, ability to build relations, instil confidence, encouragement, bring positivity
- Passion for helping people learn, grow & fulfil their potential
- Demonstrated success in setting up franchise centres from the ground up across various locations nationally
- Ability to build stakeholder relationships and provide insights on business strategy and operations best practices
- Entrepreneurial leader with open communication style and wide range of project management skills
- Deep knowledge of organizational development, eye for details and multi-tasking capability

CORE SKILLS

Training & Development | Digital Marketing | People's Person | Relationship Building | Business Planning & Strategy | Marketing & Promotion | Solution Selling | Child Counselling | Editing/Proof Reading | Administration | Process Setup | Customer Engagement | Mentoring | Courseware Design

PROFESSIONAL EXPERIENCE

SPEQTA TECHNOLOGIES

Evolved across multiple roles from Training & Development to franchise development handling various national regions and managing cross-functional teams and franchise relationships

Digital Marketing Manager

Feb 2023 – till present

Key Responsibilities

1. Developing and Implementing Digital Strategies
 - Plan, execute, and optimize comprehensive digital marketing strategies aligned with organizational goals.
 - Stay updated on trends to ensure innovative and effective campaigns.
2. Content Creation and Management
 - Oversee the creation of engaging, SEO-friendly content across platforms like websites, blogs, and social media.
 - Ensure consistent brand voice and message.
3. Social Media Management
 - Manage and grow the organization's presence across social platforms (e.g., Facebook, Instagram, LinkedIn).
 - Track performance metrics and tweak campaigns for maximum engagement.
4. SEO and SEM Campaign Management
 - Conduct keyword research and implement on-page and off-page SEO techniques.
 - Plan and execute paid ad campaigns on Google Ads and other platforms to drive traffic and leads.
5. Data Analysis and Reporting

- Use tools like Google Analytics to track and analyze performance metrics (traffic, conversions, ROI).
- Prepare reports and provide actionable insights for improvement.

KUMON INDIA EDUCATION

Evolved across multiple roles from Training & Development to franchise development handling various national regions and managing cross-functional teams and franchise relationships

Divisional Head – Western Region

Apr 2018 – Jan 2023

Key Responsibilities

- Preparing training modules, maintaining & updating Training SOP as per requirement
- Work closely with Quality & Transformation to identify & rectify Process Gap, incorporating the findings in training
- Liaising with managers to determine training needs & schedule training session
- Responsible for weekly/Monthly/Yearly targets for all the centres with documentation of admission process
- Facilitate Data & Team management with training on handling of student & parents for effective counselling
- Focussing on Segmentation, Targeting & Positioning activities & directions for the centres across the entire region
- Conducting various activities to enhance make the learning process interesting
- Manage centre development and business operations across Maharashtra, Gujarat, MP and Goa
- Work extensively with franchisees to understand and evaluate potential synergies for mutual growth
- Provide regular insights to franchisees on business development techniques and strategy
- Enforce compliance on organizational policies and standards across franchisees
- Lead various PR activities to promote brand awareness and create lead generation opportunities
- Propagate Kumon culture of self-development among franchisees through regular targeted communication

Key Achievements

- Identified and recruited over 70 instructors to join Kumon franchise
- Coached Vadodara-based franchisee on leveraging PR events enabling 60% increase in enrolments within 3 months
- Guided offline-to-online mindset transition of franchisees during the pandemic through continuous engagement
- Conceptualized unique student reward event resulting in 2x new lead generation

Area Development Manager – North & East India

Jan 2016 - Mar 2018

- Managed Franchise Business Development for Delhi-NCR, West Bengal and UP
- Headed operations at Gurgaon centre handling trainings, enrolments, and parent engagements
- Established 2 centers in Kolkata, and 1 in Kanpur within 1 year
- Empowered franchisees and their teams to manage business independently while extending strategic support

Area Development Manager – Maharashtra Region

Nov 2013 – Dec 2015

Key Responsibilities

- Led tutoring services franchise network development supported by a team of 17 members including 3 centre heads
- Selected proposals for new centre development and conducted comprehensive location / financial assessment
- Designed layouts for new centres to ensure optimal utilization of space and maximized productivity
- Collaborated with PR, Marketing, and Franchise Development to identify and participate in promotional events
- Coached franchisee owners on prospect assessments and lead conversion techniques to achieve enrolment targets

Key Achievements

- Set up 15 of 16 centres across Mumbai, Pune, and Ahmedabad contributing 20% of the total India business
- Facilitated enrolment of ~1000 students / subject count during my tenure - highest ever for any area countrywide
- Actively participated in multiple promotional campaigns generating over 2000 leads annually
- Undertook over 50 seminars and training programs for franchisee onboarding and upskilling

Area Development Manager & Training - Bangalore / Hyderabad

Dec 2012 - Oct 2013

- Initiated the franchise's entry into South India, its first foray of expansion outside the Delhi-NCR region
- Set up 21 new centres and an unprecedented 600+ enrolments in an unexplored market within 1 year
- Executed direct promotion strategy including flyer distribution and PR event participation to build brand awareness
- Developed training modules with videos, case studies, and practical learning processes for franchisee-instructors
- Conducted training sessions for 15 team members including franchisees on product update, client management, inventory management, marketing and PR
- Presented the India Growth story and 5-year vision at the Global Personal Exchange Program at GHQ in Japan (2013)

Trainer/ Instructor - Delhi

Jun 2007 - Dec 2012

- Managed a company-owned centre as Centre Head/ Instructor leading a team of 9 members
- Delivered record 4x growth in enrolments within 5 years of business leadership
- Led continuous engagements with parents ensuring regular monitoring of students' progress and development
- Represented India at annual conference at Singapore in 2011 along with 1000+ participants from 11 countries

WOODAPPLE INTERACTIVE**Content Writer** Jun 2005 – Mar 2006 • Created original SEO content for websites, travelogues, and weekly newspapers**EDUCATION**

- MBA (Specialisation), Asia Pacific Institute of Management , New Delhi (2005)
- B.A. – English Hons., Banaras Hindu University, Banaras (2003)