

## MANISH KUMAR

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### Profile

- Trusted marketing professional recognized for strategic marketing, brand development and management
- Result oriented and decisive professional with proven success in creating and delivering strategic marketing plans
- Expert in creating content for marketing collateral. Skilled in orchestrating marketing campaigns that effectively reinforce and build brand images
- Proven ability to successfully manage and execute big budgeted events

### Skills

- |                                    |   |
|------------------------------------|---|
| • Marketing Strategies & Campaigns | • Public & Media Relations                        |
| • Marketing Communications         | • Event Management                                |
| • Brand Management                 | • Web & Print content development and publication |
| • Social Media Marketing           |   |

### Work Experience

1. **Jagran Lakecity University, Bhopal**  
**Manager Marketing**, July 2013 – Present

*Manage marketing and strategic development for newly established university with 2 campuses, overseeing a budget of INR 30 Million and 6-member team.*

#### **Selected Accomplishments:**

- Lead the development of yearly plan for the brand by analyzing market conditions to unlock the insights that will drive competitive advantage
- Handled PR & Social Media marketing for the University
- Developing and launching integrated, print, catalogue, digital and outdoor marketing campaigns that propelled admissions from 285 students in 2013 to 2000 students in 2016, a yearly average increase of 85%.
- Led launch of 3 new schools in the University in 2014. Identified opportunities to tap the markets and created campaigns generating in total 200 admissions in these schools
- Contributed in writing and designing catalogues, brochures and printing the marketing collateral in a timely manner and within budgets
- Responsible for conceptualization and delivery of the University mobile app

2. **Jagran Social Welfare Society, Bhopal**  
**Assistant Manager – Marketing**, July 2012 – June 2013

*Provided strategic marketing support to the Group in promoting its 3 higher secondary schools spread across 2 cities and an upcoming private university.*

**Selected Accomplishments:**

- Promoted admissions in various Institutions of JSWS by creating awareness in the market
- Overseeing development and implementation of various marketing activities in line with the brand strategy to effectively promote the institutions of JSWS
- Responsible for vendor management for marketing activities
- Maintained and updated the annual marketing plan and managed expenses for the same
- Planned and executed the events included in the marketing plan
- Responsible for successfully conceptualizing and concluding the marketing campaign for DPS Kolar Road Bhopal and Jagran Lakecity University Bhopal

**3. Abhinav Regal Homes, Bhopal**  
**Business Development Manager, May 2009 – August 2010**

*Developed marketing and sales plan for a specified project*

**Selected Accomplishments:**

- Located potential business deals by contacting customers, discovering and exploring opportunities
- Proactively initiated and engaged in sales calls to new prospects
- Closed new business deals by coordinating requirements; developing and negotiating contracts
- Built referral and lead generation network

**4. HSBC Electronic Data Processing India Pvt Ltd., Kolkata**  
**Customer Service Executive (Voice), May 2008 – February 2009**

*Provided customer support for HSBC North American Help Desk*

**Selected Accomplishments:**

- Responsible for assisting the HSBC Credit Card Customers in North American region
- Effectively communicated with the customer and resolved issues, if any, in a timely manner
- Recognized as “Star Associate” for going out of the way to assist customer with their repayment options

**5. BNKe Solutions Pvt Ltd., Kolkata**  
**Senior Executive Customer Care (Voice), November 2006 – April 2008**

*Provided customer support for Halsted Communications’ Albany, New York office*

**Selected Accomplishments:**

- Handled queries of Direc TV Customers
- Dealt with the corporate office for the high priority customers and answered supervisory calls
- Lead the transition of the Customer Care Process from DOS based platform to Java based platform and provided training to the employees
- Awarded “Certificate of Excellence in Inbound Process”

### **Educational Qualification**

- **2010-11 : Masters of Business Administration**  
Leeds Metropolitan University, Leeds, United Kingdom  
*Majors: Strategic Management of International Enterprises*  
*Media Strategy and Planning*

### **Projects and Workshops**

- Undertook MBA Consultancy Project at Volvo Eicher Commercial Vehicles India Ltd. at Indore for 3 months wherein the job was to determine the interface requirement between the manufacturing execution systems (MES) and the equipment control layer
- Attended business education workshops and speaker sessions at IIM Ahmedabad as a delegate of Confluence 2010, IIM Ahmedabad's Annual International Management Summit
- Represented Leeds Metropolitan University at the Finale of National Business Olympiad at IIM Ahmedabad during Confluence 2010

- References available on request