Amardeep Singh Kohli

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**SUMMARY**

* Profile : Male, 39, Married
* Nationality: Indian
* Current Location: Chandigarh
* Current Position: Regional Head
* Company: Aakash Educational Services Ltd

**WORK EXPERIENCE**

Aug 2015 – till date **AAKASH EDUCATIONAL SERVICES LTD Tricity – Punjab**

***Regional Head – Sales & Operations***

Aakash Educational Services Ltd. is one of the biggest Brand names, when it comes to professional coaching in the field of Medical & Engineering.

It has a country-wide network of more than 190 study centres with over 200 exam centres, a collective & ever-increasing annual base of over 2,00,000 students.

I am taking care of TriCity comprising Chandigarh, Panchkula & Ambala alongwith Patiala & Ganga Nagar, reporting to the Regional Director, and managing the entire Branch units comprising of Sales, Admin, Accounts, Counsellors and other off-roll employees. Prior to moving to Chandigarh, I was taking care of Rajasthan territory.

They are executing all sales, administration, operations & customer service activities through established management techniques.

***Growth Path (Since Aug’15: Aakash Educational Services Ltd)***

* Branch Manager Aug’15 – Nov’16
* Cluster In-charge (Sr. Branch Manager) Nov’16 – May’18
* Regional Head (Sales & Operations) May’18 – till date

**Achievements**

* Successfully managed the current admission season for the 2-year program, with the Branch featuring in Top-5 Branches PAN INDIA.
* Successfully tied up with the Schools, conducted various Educational seminars delivering the message & converting them into admissions.

***Professional Synopsis***

* A “Performance Driven Professional” with more than 14 years’ work experience and in the domain of Operation Management, Customer Relationship Management and Team Management.
* Sufficient experience in managing entire process operations with an aim to accomplish corporate plans & goals successfully.
* Proficient in managing & leading teams for running successful process operations & experience of customer relation service standards for business excellence.
* Abilities in coordinating with internal / external customers for running successful business operations and experience of procedures and service standards for Business excellence.
* Prudent, disciplined & self-motivated with excellent interpersonal & communication skills with proven abilities in client relationship management & team management.

***Responsibilities***

* Responsible for managing the Branch Profitability, ensuring high quality service

and Customer Relationship Management.

* Bridge between the various segments of the Branches like Academics, Admin, Sales,

Accounts, Marketing & others.

* Helping the team to meet out their Sales targets & goals by effectively using the

Policy procedures & processes as lay down by the organisation.

* Periodic review of Progress Vs Objectives and ensuring compliance with rules,

regulations & procedures.

* Handling the Marketing facets & taking decisions on various ATL & BTL activities for the city & feeder area.
* Relationship building with the Schools for better access to the prospective students.
* Daily reporting of work activity with the top management.

Sep 2008 – Aug 2015 **FULLERTON INDIA CREDIT COMPANY LTD Gurgaon, India**

***Branch Manager***

***Key Highlights & Achievements***

* Supervisory & responsibility of Sales, Operations, Administration, Customer

service & Audit for the branch.

* Coordinated between the Sales, Operations, Credit & Collection

teams by sharing & providing relevant information related to their plan of activity.

* Overseeing business development and managing overall Branch performance

in accordance with established organisational goals.

* Recruiting, training and mentoring of staff on client profiling, conducting sales

meetings, closing deals and customer handlings.

* Instrumental in bringing the Branch to profitable levels, by consistently clocking & achieving more than 100% Business targets at an excellent weighted IRR of 22.50%.
* Achieved highest penetration of third-party insurance across State.
* Improved portfolio management by suggesting focus on profile-based sourcing instead of income-based sourcing.
* Handled a dedicated sales force having 30 performing Channel Partners & Sub brokers with rich experience in Business Loans & Personal Loans.
* Successfully completed training schedule of MDA (Management Development

Academy), designed for employee enrichment.

* Managed Faridabad, Gurgaon & Delhi locations.

Aug’07 – Sep’08  **ABP Group – BusinessWorld** **New Delhi, India**

***Senior Officer, Circulation (Delhi& North India- Rajasthan, Uttaranchal & Western UP)***

***Key Highlights & Achievements***

* Implemented competitive strategies with a view to develop new markets and

expand existing market share and achieve business targets in the assigned

territory.

* Tied up with various institutes like TCS, E-Value Serve & others for corporate

activities, was instrumental in increasing the business units to a greater level.

* Carried out institutional sales, vendor consolidation, development and

management & handling of readers' grievance.

* Managed additional responsibility of sales of special books & guides of the

publication in the territory.

* Played a key role in coordinating the Audit Bureau of Circulation works with

internal and external media auditors on behalf of All India Sales team.

* Part of a Successful Delegation to **Egypt** on a Circulation Development

Program'09.

Jan’05 – Aug’07 **The Times of India Group (BCCL) New Delhi, India**

***Area Officer, RMD Circulation***

***Key Highlights & Achievements***

* + - * Undertook planning & execution of sales strategies for the promotion of newspaper and magazines of the publication.
      * Organized contact programs to enhance business, dealer - network management and implementation of programs for sustaining long business relationship with distributors.
      * Managed a team of nearly 20 people, responsible for direct promotional schemes for the readers and the vendors.
      * Encouraged small non-main stream advertisers to advertise with The Times Group in a new unique manner (Bulk Sale & Sponsorship Activity).
      * Became one of the top performers in getting Times of India entry into various RWAs through society board’s activity.
      * Instrumental in bringing The Times of India ahead of its nearest competitor – Hindustan Times in the functional area of responsibility.

**EDUCATION**

Jun 2012 - Jun 2014 Sam Higginbottom Institute of Agriculture Haryana, India

Marketing, MBA

Jul 1999 - Jul 2002 Delhi University Delhi, India

Commerce, Bachelor (BCOM)

Jan 2004 - Jan 2005 Times School of Marketing Delhi, India

PGDSM

**IT SKILLS**

* MS OFFICE Basic

**LANGUAGES**

* English: Fluent
* Hindi: Native
* Punjabi: Fluent