

Mrs. Vasudha S. Burkul

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Work Experience

Vidyalankar Classes & Publications, Dadar (W), Mumbai

Marketing Team Leader , Jan'15- Present

- Gather & organize information to plan product advertising campaigns.
- Plan and execute marketing calendar activities like sms, facebook, emailers, whats app messaging ,postal mailers, outdoor campaigns, seminars, updating youtube channel & website to achieve overall product target.
- Close monitoring and analyze promotion results to determine cost effectiveness of digital promotion campaigns by conducting monthly review meetings with team of directors & managers.
- Liaison of advertising, events & college seminar proposals.
- Designing of brochures, leaflets, pamphlets, flex, hoardings, backdrops, mailers & newsletters with the help of graphic designer team. Conducting various seminars on "GATEway to career through GATE" exam. Responding to queries raised by students & parents in stipulated period of time.
- Assist with budget development in terms of revenue generation, enrollments & concessions.
- Manage sales team including setting goals, providing incentives, and evaluating employee performance.
- Motivating sales team to achieve the centre as well as the product target quarterly.
- Arrange demo lectures, mock test, student interest seminar for engineering students to increase product enrollment & awareness to promote goodwill.
- Analyze training needs to develop new training programs or modify and improve existing programs.
- Conduct orientation sessions and arrange on-the-job training for new hires.

Educational Qualification

- Vidyalankar Institute of Technology, Wadala,Mumbai, Maharashtra
Bachelor in Information Technology, Nov 2014
- Navjeevan Education Society Poytechnic, Bhandup,Mumbai, Maharashtra
Diploma in Information Technology, Jul 2011
- Bhavans Hazarimal Somani College, Girgaum Chowpatty,Mumbai, Maharashtra
HSC- Science, Jun 2009
- Sir Cowasjee Jehangir High School, Tardeo,Mumbai, Maharashtra
SSC, - Jun 2006

Additional Skills

- Lead Management
- Admission Counseling
- Team Management
- Target Oriented in stipulated time
- Business Development
- Creative designing
- Time Management

Awards & Recognition

- Active participation while the Vidyalankar published a career guidance book named as "Opportunities through GATE" published in August 2015.
- Awarded for Exemplary Job Involvement & Initiatives in October 2017.