**Gaurika Jain**

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**Seeking Mid-level Managerial assignments in Business Development, Lead Generation, Customer Experience Management, Key Account Management, Brand nourishment, Sales & Marketing with leading and growth oriented organisation.**

**PROFESSIONAL SYNOPSIS**

* A dynamic professional with**16 Years** of rich experience in Customer Experience Management MNC,Business Development,Key Account Management,Corporate Communication, Content Development, School Operations, Institutional Sales & Marketing, Social Media Marketing and Team Management.
* Adept at Corporate tie ups and Vendor and Agency management
* Corporate Communication and Content development.
* Representing corporate at different forums and mediums ***– irate customer handling and generating customer delight instances.***
* Sales& Marketing- service, product, content&institutional.
* Proven track record of capturing the voice of customer, implementing process changes and improvement.
* Brand nourishment through customer engagement, generation of positive word of mouth through direct and corporate storytelling and digital marketing campaigns.
* Team management to achieve company laid down targets; soft skills management and ensuring people and process gaps are rectified and adhered to.
* Motivating and highlighting team achievements on a National scale.
* Proficient in overseeing product promotions for enhancing the brand image and visibility.
* Expertise in managing business operations with key focus on top line profitability by ensuring optimal utilization of resources. Result oriented record of streamlining the working SOPs for enhanced operational effectiveness.

**EXPERIENCE SYNOPSIS**

**School & Education Sector, NGO**

Institutional Sales, Educational Marketing, Content and Courseware development, Lead Generation, Business Development, School Administration, Social Media Marketing, Email Marketing,Direct Marketing, Recruitment, Placement, Media Relations, Agency Management, Student Counselling (Career and Psychological).

**Telecom and ITes**

Nodal & Appellate representation, Customer Services, Corporate Communication, Retention, Customer Experience Management, Quality audits, Process improvement, Team Management, Content Development, Digital Marketing, Sales and Marketing.

**CORPORATE JOURNEY SO FAR**

**Univariety -International Educational Gateway Pvt Ltd, Hyderabad (Since August 2019)**

Senior Executive Counselling

* Counselling and guiding Grade 9 to 12 students for career options, entrance exams, course and country options.
* Conducting webinars on career destinations and topics
* Conducting career workshops at partner school sites for students and parents – Mayo Girls, Ajmer, Rajmata Krishna Kumari, Jodhpur, MCTM, Chennai, Bodhi International, Jodhpur
* Guiding students through skype sessions, phone calls and emails.
* Promoting Univariety app and its usage

**Lucky International School(since October 2018)**

Institutional Sales/Marketing Manager

* Planning, Budgeting,Coordinating marketing activities to increase visibility, drive enquiries and translate into conversions
* Managing Digital presence, Media, Social media marketing, SEO to influence and increase brand engagement
* Overseeing and implementing Marketing activities (ATL and BTL) to create new market, influence and increase brand engagement
* Facebook marketing, Video boosts, conducting and highlighting activities in social media platforms to increase brand engagement
* Media relations
* Agency management

**DPS Jodhpur(November 2016 – October 2018)**

Counsellor, Executive Assistant andAHRM

* Strengthening the brand through campaigns, projects, seminars, exchange programs and workshops (FJEI, Commerce Conference)
* SPOC for internal and external communication for both internal and external touchpoints.
* Attendance management (attendance, leave and payroll)
* Facilitating employee adherence to existing processes, policies, rules and regulations.
* Preparing reportson strategic management, events (daily, monthly & annual), projects, performance of staff, student recommendation etc.
* Talent management (recruitment, interview, selection process, on boarding, exit formalities)
* Overseeing and implementing Student engagement programs
* Facilitating conduction of CBSE exams, on behalf of City Co-ordinator (JEE, UGC NET)
* Mentoring as English communication coach through role plays, projects and storytelling.
* Counselling students and suggesting lifestyle, temperament/outlook changes

**Startup, Kolkata**

A start-up developing a Mobile app, for which I worked on brand development through product launch, instructional design, operations and marketing activities (database, outreach, social media etc.) R&D, tie ups etc. Mentoring and training workforce on skill sets (voice, verbiage, sales pitch etc.) (June 2016 to March 2017)

**NetfotechSolutions,Pune**

Instructional design, content generation and digital marketing campaigns (Consultant) (April 2016 till November 2016)

**Nexval Technologies, Kolkata**

Instructional design, Content and Digital marketing project consultant (November 2015 to March 2016), Managed website redesign process for company website (Refer [www.nexval.com](http://www.nexval.com) – for content)

**Ummeed Foundation, Kolkata**

Project Co-ordinator for NGO (Counselling), Quality audits of the counsellors through school visits, Instructional design and content generation, Social media presence, Marketing, Soft-skills consultant (November 2014 to January 2015)

**Vodafone Essar East Ltd., Kolkata, India**

Senior Executive - Customer Services (December 2001 to December 2011)

***Leadership:***

* Managed a team of Client Services Associates that focused on meeting Customer Service efficiency and quality standards.
* Motivated and helped in team building of Client Services Associates, by highlighting Kolkata and Rest of Bengal customer delight moments/instances vis-à-vis other circles (nationally) via Project Vodafone Tales.

***Key Functions***

* Assisted and advised customers regarding usage and benefits of organization’s products and services.
* Communicated with customers to receive their valuable feedbacks and suggestions for improvement in organization’s products/services.
* Retained individual and corporate customers with tailor made solutions and negotiations with top management.
* Documented and maintained reports related to discussions and feedback provided by customer and presented reports to appropriate department to enable further improvement in products/services.
* Solved critical customer complaints and escalations (local, national and international source) from consumer forum, legal, TRAI, media (newspaper, face book, twitter).
* Represented on behalf of top management, as Nodal and Appellate authority, to customer walk-in, consumer forum cases via verbal and written mode.
* Mentoring Client service Associates on soft skills , process adherence , identifying training needs and building customer delight experiences.
* Monitored, assessed and ensured compliance to National Quality parameters for the Kolkata and Rest of Bengal Circles.

***Notable Achievements and Initiatives:***

* Best performer twice (quality and adherence of company laid standards) in Hutch’s external audit (pan-India).
* Achieved an average of 90% in Quality scores, across circles for Kolkata-ROB Client Services Associates (150)
* Reduced error levels by almost 100%
* Took proactive measures to take Kolkata at #2 position in quality instances and customer delight vis-à-vis circles.
* Launched Library@Fasttrack, which is the reference point for email and letter drafting for corporate communication to external customers and agencies (e.g. Consumer forum,
* Advocate, Media etc.).

**Netprotraining.com, Kolkata**

Senior Business Executive - January 2001 to December 2001

***Key Functions***

* Centre Manager, Consultant and Strategist in Direct Marketing, E-mail Marketing and Telemarketing
* Relationship Manager: Creating brand awareness through workshops and seminars
* Student placement

**Additional Information**

I am a freelance Storyteller. Founder of “Story Popsin..A learniing adventure”.

**Education**

* B.COM (Honors) from Bhawanipore Education Society College, Calcutta (1996)
* Professional Diploma in Net Centric Computing from NIIT. (1998-1999)
* Post Graduate Diploma in Counselling from Legal Aids Society West Bengal (LASWB) and Calcutta University (2015).
* Google Ad words Certified (February, 2016)
* Attended Storytelling workshop – British Council, Kolkata.
* Global Career Counsellor Green Belt Certification Program from Univariety.
* Pursuing MA Psychology from IGNOU
* Pursuing Digital Marketing course from Simplilearn

**Personal**

DOB 5th July 1974

Languages known: English, Hindi, Bengali,Marwari,Gujrati