

## Contact

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[atmc.edu.au](http://atmc.edu.au) (Company)

## Top Skills

Public Relations  
Strategic Planning  
Business Strategy

# Sultana Khan

International Marketing Director at Australian Technical & Management College (ATMC)  
India

## Summary

- Business proficient with 10+ years of Experience in Marketing and Sales in Education Industry
- Currently working with ATMC, Australia as International Marketing Director
- Previously associated with MDIS, Singapore as Country Manager, Prior to that was with James Cook University, Singapore Campus as Marketing Manager and with VIEC, one of the largest of Education Consultants as Manager Development Strategies and Business Analysis
- Being proved to achieve the target provided
- Keen interest in Marketing / Branding / promotion / Product management/relationship, capable of driving business growth through identification & penetration of new market segments for attainment of targets with a view to optimize revenue.
- Abilities of grasping new technical concepts quickly and utilizing them in a productive manner.
- Team player with good communication and inter-personal skills.

Specialties: Strategic Planning, Sales & Marketing, budgeting, consulting, microsoft office, Counselling, Management & Operations, Public Relations , Creativity , Initiator, Business Development, Strong Team-player

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## Experience

Australian Technical & Management College (ATMC)  
International Marketing Director  
May 2018 - Present

Australian Technical & Management College (ATMC)  
Business Development Director  
May 2015 - Present

## MDIS

### Country Head

October 2014 - April 2015 (7 months)

- Responsible for students recruitment from India and handle a team based in India
- Handle the budget towards India and Sri Lanka Markets
- Develop and implement all strategies to ensure targets achieved are consistent with deliverables established
- Responsible for Special projects – Tie up with Schools and colleges, companies and professional bodies
- Develop and manage relationships with external stakeholders, including local and offshore government agencies, foreign institutions and overseas agents.
- Direct Student recruitment
- Appointment of new agents and developing relations with the existing partners
- Liaise with the university's internal departments to provide feedback on international trends as they relate to global student flows and provide recommendation on product development for country specific activities.
- Responsible for team performance and agent performance

## James Cook University, Singapore

### Marketing Manager - North India

February 2011 - September 2014 (3 years 8 months)

- Developing marketing strategies for Indian market includes business plan & sales strategy development focus on generating Business
- Accountable for achieving the student numbers and increasing the same
- To provide a smooth work flow between the university and the partners
- Establishing links with the Indian institutes and schools for student recruitment
- Providing comprehensive education, information, training, and guidance for agents about what JCU has to offer and support them with any inquiries they have
- To reach unexplored market for business expansion
- Interacting with the partners on regular basis
- Creating monthly reports to check the progress

## VIEC

### Manager (Development Strategy & Business Analysis Unit)

May 2008 - February 2011 (2 years 10 months)

- Developing Marketing Proposals for the various partner Institutions and getting approvals for the budget.
- Single point of contact for the partner institutes for their market intelligence and support.
- Organizing study tours and student exchange programmes for our partner Institutes etc

VIECIndustry

PR and Marketing Executive

April 2008 - November 2009 (1 year 8 months)

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## Education

INSEAD

Blue Ocean Strategy Program , Business Administration and Management,  
General

Rajendra Prasad Institute of Communication and Management,  
Bhartiya Vidya Bhavan

Post Graduate Diploma, Public Relations · (2007 - 2008)

Delhi University

Bachelors, Political Science (Honrs) · (2004 - 2007)

GHPS

English, Economics, Political Science