



DURGESH SRIVASTAV

Sr.Executive Enrolment

Profile

Passionate and experienced Marketing Consultant & sales professional with several years of experience in providing strategic and practical advice to achieve company marketing efforts in Education domain. Adept in understanding company profiles and operations to successfully carry out marketing plans and achieving sales targets. Bringing forth years of valuable industry experience and expertise in identifying and implementing the most effective marketing methods and tools to achieve success. Equipped with a diverse and promising skill-set, conducive to adhering to marketing principles and best practices. Involved in Education field from last 5 years handling Total Admissions and Marketing Colleges & Universities along with working in Simplilearn Ed tech selling out highest ticket MBA from Germany product.

Employment History

Sr.Executive Enrolment at Next Education India private limited, Noida

January 2022

- Prepared detailed and well thought out proposals and marketing plans.
- Advised on branding, communication techniques, and other relevant marketing issues.
- Conducted marketing research to accurately identify industry trends and business opportunities.
- Directed marketing projects and studied results.
- Wrote and delivered quarterly reports with ideas for improvements and initiatives.
- Directing Digital Marketing campaigns of clients (K-12 Schools).
- Identified and maximized Admissions opportunities, and increased customer retention rates.
- Brought forth excellent customer service skills and a commitment to customer satisfaction.
- Handling Team of 20-25 Executives during admissions (Jan- Aug) Time.
- Co-ordination with Operation team, sales team , designers , editor to deliver client (School) Needs for Marketing and activities collateral.

Inside Sales Specialist at Simplilearn India Pvt. Ltd., Bangalore

July 2021 — January 2022

- Selling Highest Tickets courses of Simplilearn (MBA from IU Germany and PGDM courses) to Working professionals.
- Involved in Telephonic and virtual counseling of candidates.
- cross selling and up selling of Courses provided from Simplilearn.

Details

Noida

India

7400286394

durgeshsrivastav244@gmail.com

Skills

Business Development Strategies

Multitasking Skills

Teamwork Skills

Strong Analytical Thinking Skills

Marketing Tools and Strategies

Interpersonal

Communication Skills

Commercial Awareness

Innovation and Problem Solving

Budget Management

Hobbies

Cooking.

Languages

Hindi

English

Links

[Linkdln](#)

- Best performer of Team MBA.
- A average target of 8000 USD achieved every month.
- Collaborated with team members to drive results.

Admission Manager at M.D. College of Technology & Management, Lucknow

August 2017 — June 2021

- Admissions and Marketing In-charge for two campuses of college in Barabanki and Ghazipur district.
- Meeting with K-12 Schools owners and Principals for organizing events in School.
- Presentation of College facilities in k-12 Schools,coaching Institute, Trade fairs and other related markets to increase Admissions.
- Team formation & Training with Interns , data collection , Distribution of area and data among team.
- Carrying out TAP cell activities and maintaining Relationships with College clients.
- Involved in Academic activities ,setting out curriculum and taking classes for Personality development classes and competitive classes.

Sr. Sales Executive at IndiaMart InterMesh Private Limited, Mumbai

January 2017 — June 2017

- Meeting with clients(Manufacturer or suppliers) appointments and selling them Monthly or yearly registration package of our e commerce services.
- Creating profiles on Platforms with mobile applications.
- Training clients about the use of mobile applications.
- Covered market of Thane,Andheri,Kalyan and Ulhasnagar area.
- Carrying out total operation and sales.

🎓 Education

M.B.A, ITM University , Gwalior

August 2015 — May 2017

- Dual specialization in Marketing and International Business.
- 8.0 CGPA.
- Member of VC Discipline committee of University.
- Participated and presented case studies in Seminars organized in University.
- Represented University in 1 International and 3 National Case study competition.

Bachelor of Arts, DR.R.M.L.U Ayodhya, Sultanpur

July 2012 — May 2015

- Graduated with Economics and Sociology as Major Subjects along with English Literature.
- Team Caption of Cricket Team of College.
- Won Prizes for Sports.
- Member of Debate and environment Club.

⚙ Courses

Product & Brand Management, IIM Rohtak

October 2022

🦋 Extra-curricular activities

NGO Member at Lions Club, Gwalior

January 2016 — January 2017

- Member of Lions Club Gwalior.
- Performed all task assigned to volunteer.
- Blood donation , child education, street plays, Health Education.

🏢 Internships

Intern at TDI India International Pvt ltd., Pune

May 2016 — July 2022

- Worked for Alibaba group.
- Data collection, Tele calling ,Market survey in Industrial area of Pune.
- Cracked first deal of Pune in last 2 years of 10 lakhs during 2 month unpaid Internship.
- Awarded with Vice president of TDI Personally for the achievement.

📄 References

Naveen verma from MD College

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Hamsaveni B from Simplilearn India Pvt Ltd/Scalor

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Anshul Agarwal from Shri Ram college Gwalior

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