

# Rinkal Pareek

## BUSINESS HEAD



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LOCATION MUMBAI, INDIA

A high energy driven professional targeting assignments in Operations and Business Strategy with an organization of high repute to generate prospects for mutual growth



### PROFILE SUMMARY

- ❖ A goal oriented professional with **9+ years** of rich work experience in **Business Strategy and Operations** with key focus on top and bottom line profitability and an optimal utilization of resources
- ❖ **Key strategist & implementer** with proficiency in translating business vision and strategy into operational tactics
- ❖ Proposed an **operations and marketing program** which involved product franchising, sales and marketing strategy, advertising, pricing and CRM development to ensure attainment of revenue goals
- ❖ Collaborated cross-functionally with key stakeholders to understand customer insights; executed customer centric market strategy; **increased the sales by 40% in Operating Media**
- ❖ Managed the government project of **NSDC (Pradhan Mantri Kaushal Vikas Yojna)** at **Sykes and Ray Edupro Pvt. Ltd.**
- ❖ Built end-to-end professional relationship with stakeholders; resolved issues associated to business unit activities
- ❖ Provided insights on decision-making process through analysis, financial projections and reports; brought in **scalable financial control in operations**
- ❖ Overcame complex business challenges and took high-stake decisions using experience-backed judgment, strong work ethic & approachable integrity



### ACHIEVEMENTS

- ❖ Received **national recognition** for being the **Best Performer** at Franchise India in 2022
- ❖ Felicitated the '**Best Employee of the Year**' Award at Sykes and Ray Edupro Pvt. Ltd. in 2016
- ❖ Awarded with '**Best Performer**' and '**Highest Revenue of the Year**' Award at Ambition Learning Solutions in 2013

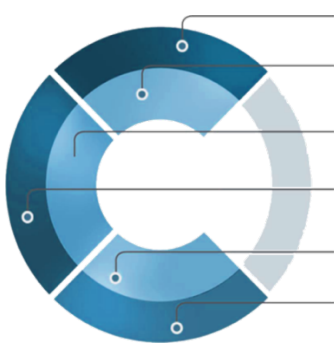


### CORE COMPETENCIES

- Strategic Planning
- Operations Management
- Digital Marketing
- CRM Management
- Thought Leadership
- Profit Centre Optimization
- Business Process Improvement
- Business Development
- Relationship Building & Support



### SOFT SKILLS



- Leadership
- Interpersonal
- Analytical
- Problem Solving
- Team Oriented
- Adaptability

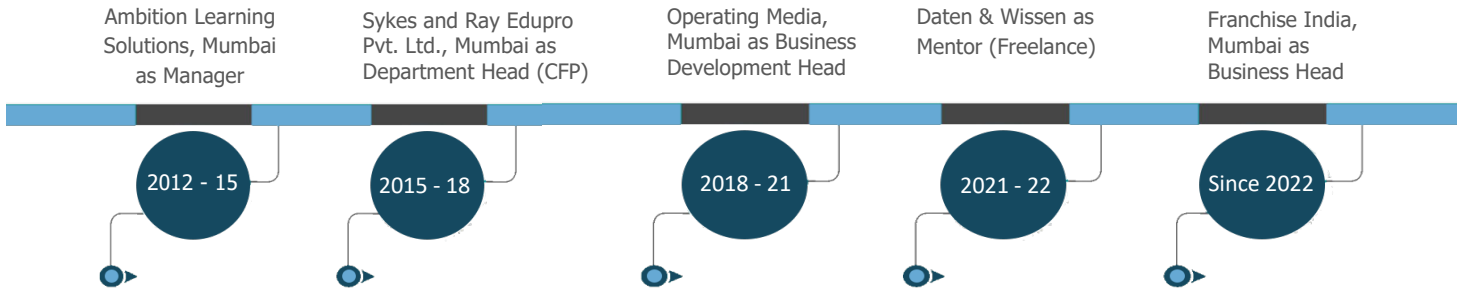


### ACADEMIC QUALIFICATIONS

- Pursuing** Executive Program in Advance Strategic Management Applied Digital Transformation and Analytics from IIM, Rohtak
- 2021 - 2023** PGDBM from Welingkar Institute of Management, Mumbai
- 2009 - 2012** Bachelor of Financial Markets from Mumbai University, Mumbai



## CAREER TIMELINE



## WORK EXPERIENCE

### Franchise India, Mumbai as Business Head

Feb'22 – Present

#### Roles & Responsibilities:

- ❖ Proposing business management goals and objectives that leads to growth and profitability
- ❖ Organizing and coordinating operations in a way to ensure maximum productivity
- ❖ Analyzing problematic situations; providing solutions to achieve the organizational goals
- ❖ Consistently devising web-marketing strategies that elevate brands from relative anonymity, forging strategic alliances, revenue and growing profits in a competitive market
- ❖ Closely monitoring competitor activities to identify business opportunities and threats
- ❖ Supervising Business Development Executives; providing counselling to achieve the performance efficiency
- ❖ Engaging with HNI Investors to understand their data needs; recommending business intelligence solutions

### Operating Media, Mumbai as Business Development Head

Jun'18 – Jan'21

#### Roles & Responsibilities:

- ❖ Designed and implemented business plans and strategies to promote the attainment of annual goals
- ❖ Monitored sales, marketing and operational activities; implemented strategies to maximize profitability
- ❖ Identified the expectations of the prospective clients by obtaining relevant in-depth information on future projects; des commercial proposals subject to each client requirement

#### Highlights:

- ❖ Generated gross profit of 40% by prospecting new customers and strategic partners within 3 months

### Sykes and Ray Edupro Pvt. Ltd., Mumbai as Department Head (Certified Financial Planner) Jan'15 – May'18

#### Roles & Responsibilities:

- ❖ Managed a team of 20 members; ensured growth opportunities aligned to long term business strategy
- ❖ Supervised a wide array of business functions including branding, communication channel, product development, on offline promotion and market research
- ❖ Spearheaded the digital strategy primarily focused on social media roadmap and a CRM model
- ❖ Enhanced client satisfaction, sales team performance and overall profitability

### Ambition Learning Solutions, Mumbai as Manager

Nov'12 – Jan'15

#### Growth Path:

Nov'12 – Jan'13 Counsellor  
 Jan'13 – Jan'14 Sr. Counsellor  
 Jan'14 – Jan'15 Manager

#### Roles & Responsibilities:

- ❖ Supervised the cross-functional team of sales, operations and counsellors in order to develop financial market course educational programs, workshops and training sessions
- ❖ Systematized major B2B and B2C sales in the educational domain
- ❖ Managed franchise owners and business associates throughout the country



## FREELANCE ASSIGNMENT

### Daten & Wissen, Mumbai as Mentor

Jan'21 – Jan'22

#### Roles & Responsibilities:

- ❖ Determined operational feasibility through requirement analysis, problem definition, and proposing solutions

- ❖ Monitored the work of Business Intelligence Team; ensured effective implementation of all the projects to achieve objectives
- ❖ Established effective goals, targets, and policies in order to benefit the organization and maximize profitability
- ❖ Interacted with departmental heads to outline procedures which helps to meet growth objectives



## CERTIFICATIONS

- ❖ Completed Digital Marketing Certification from Operating India, Mumbai
- ❖ Attained certification in Derivatives and Mutual Funds from National Institute of Securities Market



## PERSONAL DETAILS

**Date of Birth:** 09<sup>th</sup> October 1991

**Languages Known:** English, Hindi, Gujarati and Marathi

**Address:** Flat no. 102, The Park Residence, Upper Govind Nagar, Malad East – 400097, Mumbai