

## **COVER LETTER**

Respected HR Team,

Greetings for the day ..... !!!

I am Abhishek Srivastava and working as an Assistant Vice President – Sales, Marketing & Operation (University, College & School Partnerships) in Expertrons Technologies Private Limited at West Region (MH State, GJ State, MP State & Goa State) and North Region (Sales, Marketing, Business Development & Operations) looking for all NCR district's location of Delhi NCR, Gurgaon, Noida, UP State Region (Agra, Aligarh, Meerut, Kanpur, Lucknow, Varanasi, Allahabad, Gorakhpur, Bareilly), West State Region (Mumbai, Navi Mumbai, Pune, Vidarbha Region & Konkan Region, Goa and MP) with Aakash Educational Services Limited & The Narayana Group of Institutions (School & Coaching Vertical, B2C & B2B Vertical, E-Learning & EdTech Vertical) and Managing Channel Partners, Corporate Branches and Franchises Branch.

### **KEY SKILLS: -**

Strategic Business Planning	Team Management	Area Sales Management
Result Oriented	Business Strategy	Control & Coordination
Training & Development	Effective Communication	B2C & B2B Sales Operations
Market Analysis / Penetration	CRM & Data Presentation	B2B & B2C Business Development

### **Business Development: -**

- Creating new retailer database and meeting new clients and presenting overall market scenario.
- Cold call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities by meeting potential clients, growing, maintaining, and leveraging your network, basically market segmentation for the products.
- Identify potential clients and the decision makers within the client organization.
- Research and build relationships with new clients.
- Set up meetings between client decision makers and company leaders.
- Plan approaches and pitches by working with team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Participate in pricing the solution/service.
- Handle objections by clarifying, emphasizing School & College agreements.
- Submit weekly progress reports and ensure data is accurate.
- Ensure that data is accurately entered and managed within CRM system.

### **Business Development Planning: -**

- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

### **Relationship Management: -**

- Works closely with Product, Marketing and Customer Service.
- Builds multi-level relationships with its partners including those in the HR and executive level.
- Relationships with these partners must remain well managed and mutually beneficial to both companies.

- Manage agreements with alliance executives and promotes alliance organization.
- Network and cultivate relationships, collaborate extensively with internal and external stakeholders.
- Is responsible for post sales service and maintaining key accounts.

**Key Attributes of the Individual: -**

- Target oriented with a passion for concept selling.
- Self-motivator with the ability to work independently.
- Entrepreneurial mind-set.

**Key Skills and Competencies: -**

- Excellent communication skills (oral & written).
- Ability to engage with senior management & C-suite executives.
- Good interpersonal skills and relationship management.
- Commercial savvy and highly numerate with strong ability in financial analysis, forecasting, project costing, preparing and monitoring budgets.
- Ability to adapt and work with cross-functional teams.
- Motivation for Sales, Sales Planning and Identification of customer needs and challenges.
- Very strong on market knowledge.

Profile Details		
Sr. No.	Full Name	Abhishek Srivastava
1	Total Experience	18 Years - Sales, Marketing, Business Development & Operations
2	Qualification	MBA – Marketing, Sales & Finance
3	Current Company	Expertrons Technologies Private Limited
4	Designation	Assistant Vice President – Sales, BD, Marketing & Operations
5	Current CTC	Fixed CTC INR 30 LPA + Variable CTC – 7.5 LPA + Incentives
6	Expected CTC	Fixed CTC INR 35 LPA (Negotiable) + Variable + Incentives
7	Current Location	North Region – Noida & West Region – Pune, MH
8	Notice Period & Team Size	One Month & Team Size - 35 (Direct-10 & Indirect-25)
9	LinkedIn URL	<a href="https://www.linkedin.com/in/srivastava-14103620/">https://www.linkedin.com/in/srivastava-14103620/</a>

Feel free to call or write-back if you require any further clarification from our side.

Thanks & Regards

Abhishek Srivastava

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## **EXECUTIVE SUMMARY: -**

I am Abhishek Srivastava with 18 Years Multi-Functional and Multi-Location experience for Marketing & Sales Professional and specialized experience region wise like North Region & West Region (Business Development, Sales, Marketing & Operations) and looking for all States and their Districts location of Delhi NCR, Gurgaon, Noida, UP State Region (Agra, Aligarh, Meerut, Kanpur, Lucknow, Varanasi, Allahabad, Gorakhpur, Bareilly), Mumbai, Navi Mumbai, MH, Goa and MP for Business Development/ Sales/ Marketing/Advertisement/Team Generation/Lead Generation and Follow Up/Inside Sales/Generating Targeted Revenue/ Maintain ROI/MIS Report/Sales Strategy/Healthy Relationship with Team and Client.

## **CAREER OBJECTIVE: -**

To work for a professionally managed organization and put use of my best knowledge & experience. Want to work in challenging and disciplined environment to enrich professional skill, competency and level of expertise knowledge. Always seeks for the opportunities to take over responsibilities & to put constructive efforts towards the growth of the organization. In the quest of opportunities to evolve in to a true professional in the domain of Education Delivery and Training Management, Operation and Event Management & Customer Services.

## **PRESENT WORK EXPERIENCE: -**

**Organization Name: - Expertrons Technologies Private Limited**

**Designation: - AVP – University, College & School Partnerships**

**Responsible Work Location: - North region & West Region.**

**Duration: - 15<sup>th</sup> January 2024 To Till Date.**

## **Key Responsibilities: -**

### **1. Strategic Planning and Execution**

Develop and execute comprehensive sales and marketing strategies to enhance admissions across all Branches.  
Ensure alignment of sales and marketing initiatives with overarching organizational goals.  
Conduct regular reviews and adjustments of strategies based on market dynamics and performance metrics.

### **2. Data Analytics and Insights**

Utilize advanced data analytics tools to glean actionable insights for informed decision-making.  
Identify growth opportunities, target segments and emerging market trends through robust data analysis.  
Implement data-driven strategies to optimize sales and marketing performance and maximize ROI.

### **3. Governance and Compliance**

Ensure adherence to regulatory standards and compliance with industry best practices.  
Establish robust frameworks to maintain transparency and accountability within the sales and marketing.

### **4. Sales and Marketing Calendar Planning**

Develop and maintain a detailed sales and marketing calendar, outlining key activities, campaigns, and events throughout the year. Coordinate with cross-functional teams to synchronize marketing campaigns with admissions cycles and academic calendars.

### **5. Auditing and Performance Evaluation**

Conduct regular audits of sales, marketing and operation processes to assess effectiveness and identify areas for improvement. Define performance metrics and benchmarks to measure the success of sales and marketing initiatives.

## **6. Training, Induction, and Development**

Design and implement comprehensive training programs for sales teams, focusing on product knowledge, sales techniques, and customer engagement.

Facilitate the induction and onboarding of new team members, ensuring a smooth transition and alignment with organizational culture.

Provide ongoing coaching and professional development opportunities to nurture talent and enhance team capabilities.

## **7. Records and Documentation**

Establish robust systems for maintaining accurate records and documentation related to sales and marketing activities, including customer interactions, leads, and conversions.

Ensure compliance with data protection regulations and privacy policies in the handling of sensitive information.

## **8. Market Demographics and Acquisition/Expansion**

Analyze market demographics and student populations across cities to tailor sales and marketing approaches effectively.

Explore franchising and other business growth areas to increase the top line and overall EBITDA of the organization.

## **WORKING EXPERIENCE: -**

**Organization Name: - Aakash Educational Services Limited.**

**Designation: -Asst. General Manager–BD, Marketing, Sales & Ops.**

**Responsible Work Location: -MH Pune Region, Konkan Region & Goa State.**

**Duration: - 16<sup>th</sup> December 2021 To 02<sup>nd</sup> January 2024.**

### **Journey in Aakash Institute: -**

- In the month of February 2023 in our Business Meet, I was promoted as an Area Business Head and looking MH Pune Region, MH Konkan Region & Goa State.
- I joined Aakash Institute December 2021 as a Cluster Business Head at Goa Branch, Goa State and looking all the Goa State and Konkan Region MH.

### **Notable Contribution & Recognition: -**

- Over achieved the Aakash National Talent Hunt Examination (ANTHE) 2021-22 & 2022-23 Target for all my Region branches
- Over achieved the target given for financial year 2021-22 & 2022-23 for Pune Region, Konkan Region & Goa State.
- Award of Business and Leadership for the year 2022.

## **Key Responsibilities: -**

### **1. Strategic Planning and Execution**

Develop and execute comprehensive sales and marketing strategies to enhance admissions across all Branches.

Ensure alignment of sales and marketing initiatives with overarching organizational goals.

Conduct regular reviews and adjustments of strategies based on market dynamics and performance metrics.

### **2. Data Analytics and Insights**

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Provide ongoing coaching and professional development opportunities to nurture talent and enhance team capabilities.

**Organization Name: - i-Globe Career India LLP (E-Learning Vertical).**

**Designation: - Zonal Business Head – Business Development, Sales, Marketing & Ops.**

**Responsible Work Location: - Delhi NCR Region, MH State, UP State, MP & Goa.**

**Duration: - 01<sup>st</sup> June 2021 To 10<sup>th</sup> December 2021.**

#### **Job Profile: -**

- Accountable to achieve the revenue and targets assigned to the Corporate Branches.
- Leading a Team of Sales People for Online and Offline Live Study.
- Sales Forecasting and Revenue Generation of 2CR/month as a cash collection.
- Achieving Business Goals by working in a team-oriented environment.

**Organization Name: - The Narayana Group of Educational Institution's.**

**Designation: - State Head – Business Development, Sales, Marketing & Ops.**

**Responsible Work Location: - MH State, Delhi NCR Region, UP State, MP & Goa.**

**Duration: - 03<sup>rd</sup> October 2018 To 30<sup>th</sup> May 2021.**

#### **Job Profile: -**

- Accountable to achieve the revenue and targets assigned to the Corporate Branches.
- Strong ability to easily connect with customer base to address them effectively there by adding new business from repeated customer base & referrals.
- Accountable and responsible for admission in Narayana e-Techno School and n-Guide Narayana Techno Program with associate schools' partner.
- Consulting with new and existing client base for their future and present requirements.
- To represent company in major trade fairs of Pan India.
- Planning and implementation of various marketing activities to generate data base through BTL activity for Corporate Branches.
- Planning of ATL campaign and coordination with Head Office for its implementation.
- Coordinate with Branch Manager and Asst. Branch Manager for various activities at branch level for Corporate Branches and Franchises Branches to be associated.
- B2B & B2C Marketing & Sales, Corporate Marketing, Inside Sales, SaaS Based App Sales, Digital

EdTech Sales, E-learning Sales and Retail Sales and Admission Marketing.

- Rate negotiations, rate revision and rate finalization from to the corporate clients.
- Responsible for deployment of duties and training & instruction at client side.
- We are responsible for International Sales our E- Learning product and E-Learning Tab.
- Mentoring of sales executives and counselors.

**Organization Name: - MT Educare Limited with Lakshya Division**

**Designation: - Sr. Manager - Business Development, Marketing & Sales.**

**Responsible Work Location: - Mumbai, Navi Mumbai, Delhi NCR Division and Pune**

**Divisions.Duration: - 02<sup>nd</sup> April 2016 To 30<sup>th</sup> September 2018.**

**Job Profile: -**

- B2B & B2C Marketing & Sales, Corporate Marketing, Inside Sales, SaaS Based App Sales, Digital EdTech Sales, E-learning Sales and Retail Sales and Admission Marketing.
- We organize career counseling workshop at school level for students and teachers.
- We organize career counseling workshop at school level in PTM session only for parents.
- We deal with schools as well as other small coaching to generate new admission.
- We deal with school's strong teachers for Teacher Liaison Activity for admission.

**Notable Contribution & Recognition: -**

- Over achieved the target given for financial year 2016-17 for all Branches'.
- Award of Business and Leadership for the year 2017 from MT Educare Limited.

**Organization Name: - Aakash Educational Services Pvt. Limited.**

**Designation: - Zonal Manager - BD, Marketing & Sales.**

**Responsible Work Location: - Delhi NCR, MH State, Goa State, UP State and MP State.**

**Duration: - 12<sup>th</sup> August 2012 To 31<sup>st</sup> March 2016.**

**Journey in Aakash Institute: -**

- In the month of July 2015 in our Business Meet I was promoted as a Zonal Manager of UP & MP and Agra and Gwalior as a base Branch's.
- In the month of July 2014 in our Business Meet I was promoted as a Deputy Zonal Manager of Pune, Goa and Amravati Branch's.
- In the month of April 2014, I get again ad-hoc responsibilities of Kalyan, Dadar and Andheri Branch to increase their business. Now, I was in-charge of Branches (Dadar, Kalyan, Andheri, Thane & Nerul Branch's).
- In the month of July 2013 in our Business Meet I was promoted as a Senior Regional Coordinator of Thane and Nerul Branch's.
- In the month of May 2013, I get ad-hoc responsibilities of Thane & Nerul Branch's to increase their business. Now, I was in-charge of three Branches' (Andheri, Thane & Nerul Branch's).
- I joined Aakash Institute August 2012 as Regional Coordinator at Andheri Branch MH.

**Notable Contribution & Recognition: -**

- Over achieved the Aakash National Talent Hunt Examination (ANTHE) 2015 Target for all my two branches i.e. Gwalior & Agra.
- Over achieved the target given for financial year 2014-15 for Pune, Goa & Amravati Branch.
- Award of Business and Leadership for the year 2015 from Aakash Institute.
- Award of Business and Leadership for the year 2013 & 2014 from Aakash Institute.

**Job Profile: -**

- Accountable to achieve the revenue and admission targets assigned to the Corporate Branches and Franchises Branches to be associated.
- B2B & B2C Marketing & Sales, Corporate Marketing, Inside Sales, SaaS Based App Sales, Digital

EdTech Sales, E-learning Sales and Retail Sales and Admission Marketing.

- Planning and implementation of various marketing activities to generate data base through BTL activity for Corporate Branches and Franchises Branches to be associated.
- Planning of ATL campaign and coordination with head office for its implementation.
- Coordinate with Branch Manager and Asst. Branch Manager for various activities at branch level for Corporate Branches and Franchises Branches to be associated.

**Organization Name: - Albatross Shipping Private Limited.**

**Designation: - Marketing Manager - Marketing & Sales.**

**Responsible Work Location: - Delhi NCR and UP State**

**Divisions.Duration: - July 2009 To July 2012.**

**Job Profile: -**

- Proven leadership and team-building skills, coupled with the ability to direct teams in attaining individual and collective growth.
- B2B & B2C Marketing & Sales, Corporate Marketing, Inside Sales and Retail Sales and Marketing.
- Consulting with new and existing client base for their future and present requirements.
- Strong ability to easily connect with customer base to address them effectively thereby adding new business from repeated customer base & referrals.
- To deal with corporate clients (like BARCO, SWAM, SEMCO, TINDA RICE, SURYA PIPES, TILES & GRENITE, HALDIRAM, SMC and other corporate sectors).

**Organization Name: - ICICI Prudential Life Insurance Company Limited.**

**Designation: - Associate Financial Services Manager.**

**Responsible Work Location: - Delhi NCR, Noida and Gurgaon**

**Divisions.Duration: - July 2006 To June 2009.**

**Job Profile:**

- Consulting with new and existing client base for their future and present requirements.
- Developing strategic solutions to further assist customers' financial-planning goals in form of various tax saving tools and investment options.
- Strong ability to easily connect with customer base to address them effectively thereby adding new business from repeated customer base & referrals.

**Journey in ICICI Prudential: -**

- I joined ICICI Prudential as a Financial Service Consultant and after one year got promoted as an Associate Financial Service Manager at Noida Branch.

**PROFESSIONAL QUALIFICATION: -**

MBA with Marketing, Sales and Finance specialization from Dr. APJ Abdul Kalam Technical University Lucknow in 2007 with 62.37% marks.

**EDUCATIONAL QUALIFICATION: -**

- M.A. from Dr. RML Awadh University, Ayodhya, UP in 2007 with 57.27% marks.
- B.A. from University of Allahabad in 2004 with 57.18% marks.
- 12<sup>th</sup> from UP Board in 2001 with 55.80% marks.
- 10<sup>th</sup> from UP Board in 1999 with 59.66% marks.

**DATE: -**

**PLACE: -**

**(Abhishek Srivastava)**