

## **Arun Singh Shah**

**Mobile: 08506006616/09311718284**

**Email:shah\_arun1908@yahoo.com**

**Seeking assignments in Marketing / Business Development / Human Resource with a frontline Organization of high repute**

### **Synopsis**

- ❑ **M.B.A (Marketing & Human Resource)** from Nimbus Academy of Management, Dehradun Uttarakhand Technical University, Uttarakhand.
- ❑ **Currently associated with Aptech Ltd Noida as Manager-Business Development.**
- ❑ Demonstrated abilities in expanding the Market, Brand Building and generating New Business and targeting the potential customers
- ❑ A quick learner with the ability to work under pressure and meet deadlines.
- ❑ Exceptionally well organized with a track record that demonstrates self-motivation, creativity and initiatives to achieve the set goals.
- ❑ Acquire excellent Interpersonal, Communication and Organizational Skills with proven abilities in Team Management, Customer Relationship Management and Planning.

### **Academia**

- ❑ **M.B.A (Marketing & Human Resource)** from Nimbus Academy of Management, 2008
- ❑ **Masters of Arts (Sociology)** from Kumaon University, Nainital, Uttaranchal 2006
- ❑ **Bachelors of Arts** from Kumaon University, Nainital, Uttaranchal 2004
- ❑ **12<sup>th</sup>** from Government Higher Secondary School Rupa, Arunachal Pradesh 2001  
Under C.B.S.E. Board
- ❑ **10<sup>th</sup>** from Government Higher Secondary School Rupa, Arunachal Pradesh 1999  
Under C.B.S.E Board

### **Career Highlights**

**Mar'20 -Till Date-Aptech Ltd, Noida- Manager: Business Development**

Handling Centres in Delhi, NCR and other North Centres.

Increasing Billing, booking of each centres.

Supporting centres in achieving Targets.

Managing centre according to company policies.

Support the franchise Centre's in their centre operation as per the corporate office guidelines and Make them profitable.

Follow-up with sales, Counseling, technical team and check if they are following the given task on a day today basis , to take care of the existing students.

Coordinate with regional office and corporate office.

Make the franchise Centre's to do regular marketing activities.

*Make the franchise centre's visit colleges and schools regularly to conduct seminars and generate walking enquiries.*

**Dec'12-Feb'20 CADD Centre Training Service Pvt Ltd, New Delhi (Manager-Business Development)**

### **Position Summary as Manager (North Region)**

- *Handling North Region.*
- *Franchise Network Expansion in the assigned territory.*
- *Meeting with Franchise Enquiry and converting them into Partners.*
- *Participating in Franchise Expo and Business opportunity show.*
- *Manage a network of franchise Centre's in .It involves travelling to different cities, towns.*
- *Support the franchise Centre's in their centre operation as per the corporate office guidelines and make them profitable.*
- *Follow-up with sales, Counseling, technical team and check if they are following the given task on a day today basis , to take care of the existing students.*
- *Coordinate with regional office and corporate office.*
- *Make the franchise Centre's to do regular marketing activities.*
- *Make the franchise centre's visit colleges and schools regularly to conduct seminars and generate walking enquiries.*

### **▪ Position Summary as Centre Head**

#### **Sales and Marketing**

- *Preparing business plan for the centre and implementing them*
- *Conducting ground level marketing activities such as leaflet distribution, banners, posters, kiosk, etc*
- *Maintain relationships with School, colleges and Principals*
- *Conducting seminars in colleges as well as open seminars*
- *Planning and executing print advertising campaigns*
- *Responsible for achieving targets for the centre*

#### **Service Delivery**

- *Recruiting faculty for conduction of classes*
- *Planning batches and scheduling faculty*
- *Smooth conduction of classes and tests*
- *Monitoring class conduction and faculty feedback*

## Operations

- Management of all activities at the centre and general office maintenance
- Train and manage staff at the centre
- Maintaining all records in the centre including accounts, student enrolments, logistics, etc.
- Prepare and send reports to head office as per company policy

<b>Dec'11 - Dec'12</b>	<b>Jetking Infotrain Ltd, New Delhi</b>	<b>Asst.Manager-Channel Sales</b>
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### Position Summary

- Handling a business of Franchisee centers in north India, Business development for the company through Franchisee centers.
- Heading the marketing planning functions including segmentation and targeting, product offerings, implementation.
- Implementing marketing strategy through successful campaign development, up-sell and retention plans.
- Directing internal teams of external franchisees to challenge existing marketing programs and to identify new opportunities to optimize risk and reward trade-offs by fostering open communication to evaluate current practices.
- Leading ongoing product launch and product fit analysis initiatives, managing promotion strategies to achieve target levels of profitability.
- Generating periodic market reviews, analyzing franchisee performance, target achievements and budgetary adherence for recommending corrective actions accordingly.
- Directing all ATL and BTL initiatives to enhance market presence for company and drive customer acquisition.
- Evaluating overall results of plans in terms of turnover, profit & share of marketing volume in addition to planning for the future by attending economic forums, social events, trade show, and exhibitions.
- Managing out standing with franchisee centers.

<b>Jul'08-Dec'11</b>	<b>The ICFAI University, New Delhi</b>	<b>Team Leader</b>
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### Position Summary

- Team management and supervision of team.
- Planning and execution of new marketing strategies for team.
- Coordination with team members and top management.
- Led team activities, marketing and business relationships.
- Interviewed and hired applicants for team development.
- Provided necessary guidance to students or applicants.
- To motivate and encourage the team.
- Performed other related responsibilities required to achieve targets.
- Vendor development.
- To organize campaigns in different institutes in territory to create awareness about ICFAI University.
- To maintain relationship with different coaching institutes for selling of admission forms, and organizing events in the institutes.

**Key Deliverables:**

- ❑ *Running the sales and marketing operations & accountable for increasing sales growth and driving sales initiatives in order to achieve business goals.*
- ❑ *Identifying prospective clients, generating business from the existing clientele, thereby achieving business targets.*
- ❑ *Conducting competitor analysis & competency mapping for keeping abreast of market trends and competitor moves to achieve market share metrics.*
- ❑ *Identifying and developing new streams for revenue growth and maintaining relationships with customers to achieve repeat / referral business.*
- ❑ *Handling client queries, undertaking steps for effectively resolving them as well as ensuring customer satisfaction.*

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***Industrial Training***

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**Sales Promotion Activities**

Organization : Mahindra & Mahindra Ltd. (Farm Equipment Sector), Rudrapur, Uttarakhand

Duration: 1 Month

Department : Sales & Marketing

Role : Trainee

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***Personal Dossier***

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Date of Birth : 20<sup>th</sup> June 1985

Address: D-21, 2<sup>nd</sup> Floor, Mohan Garden Uttam Nagar. New Delhi-59

Linguistic Abilities: Hindi & English