
AJAY.N

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PROFESSIONAL SUMMARY

Dynamic and results-driven professional with 4+ years of cross-functional experience in project coordination, technical recruitment, sales, marketing, and creative media. Proven ability to lead grassroots initiatives and awareness campaigns, manage end-to-end recruitment processes, and drive B2B sales and brand growth. Demonstrated excellence in stakeholder coordination, community outreach, and campaign execution, with a strong foundation in data documentation and analytics. A creative thinker with hands-on experience in filmmaking, event hosting, and content creation, known for blending artistic talent with strategic business execution. Adept at working in fast-paced environments with strong communication, leadership, and problem-solving skills.

SKILLS

Sales Operations

Customer Service

B2B & B2C Sales

Branding & Marketing

Project Coordination

Awareness Campaigns

Recruitment and Sourcing

Documentation & Reporting

Film Making & Direction

Content Creation

WORK HISTORY

1. Project Coordinator

Sanchaya Nele NGO, Bangalore

(Supported by Wipro Foundation)

Dec 2020 – Aug 2021

- Served as Documentation Officer, managing and compiling data on key projects including Women Empowerment Programs and COVID-19 Surveys.
- Collected project reports, created data analytics, maintained records, and supported administrative operations through regular documentation and reporting.
- Promoted to Project Coordinator for a Wipro Foundation-sponsored initiative to lead COVID-19 vaccination awareness and support programs across 11 designated areas in Bangalore.
- Successfully organized vaccination camps, awareness events, and outreach campaigns targeting vaccine hesitancy in underserved communities.

- Conducted auto campaigns, door-to-door surveys, and collaborated with local self-help groups to promote public health practices.
- Coordinated with ground-level volunteers, health workers, and local leaders to streamline execution and ensure high community engagement.
- Played a key role in event planning and logistics management for health awareness drives, testing support, and COVID-positive patient care assistance.
- Demonstrated strong leadership, team management, and multi-stakeholder coordination throughout the project lifecycle.

2. Technical Recruiter

Paramount Global Services Pvt. Ltd., Bangalore

September 2021 – January 2023

- Spearheaded end-to-end IT recruitment processes, supporting technical and functional hiring across domains such as customer service, software development, and enterprise architecture.
- Managed the complete staffing lifecycle including requirement analysis, talent sourcing, resume screening, interviews, client coordination, salary negotiations, and onboarding.
- Proficient in sourcing high-quality candidates through multiple channels including job portals (Naukri, Monster, etc.), internal databases, vendor networks, third-party consultancies, and the Collabera dashboard.
- Applied advanced Boolean and keyword search strategies to identify top talent efficiently, optimizing response time to meet client service level expectations.
- Successfully fulfilled critical requirements for top-tier clients including Capgemini and US State Government projects, aligning candidate profiles with specific technical and compliance standards.
- Collaborated closely with account managers and technical architects to understand client needs, fine-tune hiring strategies, and ensure seamless candidate delivery.
- Demonstrated strong skills in rate negotiation and stakeholder management, ensuring mutual satisfaction between consultants and clients.
- Maintained consistent pipeline quality, provided regular updates to clients, and contributed to building long-term talent partnerships.

3. Branding and Marketing Associate

Modern Fastening Solution, Bangalore

Feb 2023 – Jan 2025

- Supported the development and execution of integrated marketing strategies across B2B and B2C segments to enhance product visibility and brand positioning.
- Collaborated with cross-functional teams to plan and implement branding, advertising, and promotional campaigns aligned with strategic business objectives.

- Conducted market research to identify target demographics, analyze trends, and support data-driven decision-making.
- Organized promotional events, awareness campaigns, and field activations to drive engagement and product awareness.
- Managed digital and offline advertising efforts, including content creation, social media marketing, and campaign performance tracking.
- Supported the sales function with marketing collateral, lead generation activities, and client communications.
- Coordinated with vendors and stakeholders to ensure timely execution of marketing initiatives.

4.Senior Sales Officer

Paytm Services — Bengaluru, India

Feb 2025 – Present

- Handled B2B sales and merchant onboarding for Paytm Soundbox and QR services.
- Drove product selling, customer engagement, and field communication.
- Achieved sales targets through strong client relations and daily outreach.
- Ensured timely activations and resolved merchant issues on-ground.

ACHIEVEMENTS

- Directed short films, brand ads, and corporate videos for clients like Gnet Broadband and Paramount Software Solutions Pvt. Ltd.
- Created music videos and won 5 rap battles; performed at various events.
- Secured 3 RJ competition wins for voice and hosting skills.
- Served as College President, leading student initiatives and events.
- Experienced in filmmaking, rap, and creative direction.

EDUCATION

SSLC: 10, 04/2015

Holy Spirit School - Bangalore

PUC: Science (pcmb), 04/2017

Vijaya College - Bangalore

Degree: B.com, 03/2020

Gitam University – Bangalore

