

Personnel Information:

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Professional Overview

Results-driven Outreach and Marketing professional with over 14 years of experience in the education Industry, specializing in student engagement, admissions, strategic outreach, and team leadership. Proven expertise in developing and executing marketing strategies, optimizing outreach budgets, and managing high-performing teams. Adept at building institutional relationships and ensuring regulatory compliance. Seeking a leadership role to drive institutional visibility and student enrollment success

My expertise spans diverse areas, including B2B and B2C sales, placements, and customized training for clients. Throughout my career, I have consistently delivered outstanding results, exceeding expectations in driving business growth and fostering valuable client relationships.

As I embark on the next chapter of my professional journey, I am eager to contribute my strategic vision and sales prowess to a new challenge. Enthusiastic about the opportunity to excel in a dynamic job role, I am prepared to bring my wealth of experience and passion for success to make significant contributions to the success of a forward-thinking organization.

Skills:

- 1. Continuous Learning and Goal Achievement:** Demonstrated affinity for continuous learning and a strong commitment to achieving organizational goals.
- 2. Microsoft Office Proficiency:** Advanced skills in Microsoft Excel and PowerPoint for data analysis, reporting, and presentations.
- 3. Market Development Aptitude:** Proven ability to identify and develop new markets, contributing to business expansion.
- 4. Pressure Handling and Target Achievement:** Adept at working under pressure, consistently meeting and exceeding targets.
- 5. Deadline Management:** Excellence in meeting deadlines through efficient time management and task prioritization.
- 6. Effective Communication:** Strong communication skills to articulate ideas clearly and facilitate productive interactions.
- 7. Team Leadership and Goal Setting:** Excellence in team management, with a capacity to define clear goals and lead the team towards their achievement.

8. **Conceptual and Creative Thinking:** Demonstrated ability to think and function conceptually and creatively, contributing innovative perspectives.
9. **Change Management Skills:** Adaptability and change management skills to respond effectively to diverse work environments and shifting priorities.
10. **Relationship Building and Management:** Proven expertise in building, nurturing, and managing relationships for sustained business growth.

Overview of the Industrial Experience:

Outreach Manager

Vellore institute of technology Chennai University| 2023- 2025 – Present

- Lead strategic outreach initiatives to enhance institutional visibility and foster engagement with prospective students and partners.
- Plan and execute targeted digital marketing campaigns across social media, email Marketing, and other online channels to increase admissions and brand awareness.
- Oversee the creation of high-quality graphics and promotional materials, ensuring Adherence to institutional branding standards.
- Collaborate with internal teams and external stakeholders to build relationships that support institutional growth and success.
- Utilize analytics tools to assess the effectiveness of digital campaigns, optimizing performance for maximum ROI.
- Represent the institution at national and international forums, promoting its offerings and strengthening its brand presence.
- Implement data-driven strategies to continuously refine outreach efforts, driving improved engagement and enrolment outcomes.

Business Development Manager | REVA University | 2020- 2023

- **Team Leadership and Management:** Led and motivated a high-performing team of 7 members, fostering a collaborative environment and ensuring alignment with organizational goals by providing the training from scratch.
- **Sales Excellence:** Successfully managed end-to-end B2B and B2C sales processes, engaging with key clients such as Terralogic Software Solutions Pvt. Ltd., Kyndryl India, Continental Bangalore, Infosys, Toyota Kirloskar Motor, resulting in substantial enrolment and revenue growth.
- **Customized Corporate Training:** Spearheaded the design and implementation of personalized training programs for corporate clients such as Kyndryl India, Continental Bangalore, Infosys, Toyota Kirloskar Motor, aligning training solutions with specific business objectives and enhancing employee skill sets.
- **Student Placement Initiatives:** Orchestrated successful student placement initiatives by establishing strategic partnerships with industry leaders, providing valuable opportunities for students to launch their careers in diverse professional sectors.
- **Market Expansion and Relationship Building:** Identified and capitalized on opportunities to expand market reach, establishing strategic partnerships with external organizations, and cultivating relationships with individual students. Cultivated and maintained strong relationships with industry stakeholders, educational institutions, and corporate partners, enhancing the university's profile.
- **Revenue Growth and Program Promotion:** Played a pivotal role in achieving and surpassing revenue growth targets through effective sales strategies and market positioning. Developed and executed promotional activities, including events, seminars, and presentations, to enhance program visibility and attract prospective students.
- **Data-Driven Decision Making:** Utilized data-driven insights to assess market trends, track program performance, and inform strategic decision-making for targeted outcomes.
- **Collaboration and Process Optimization:** Collaborated seamlessly with internal departments to streamline processes, ensuring a cohesive and efficient experience for both students and external partners.

Skills Acquired:

- **Leadership:** Demonstrated effective leadership by leading and motivating a team to achieve collective goals.

- **Sales Strategy:** Developed and executed comprehensive B2B and B2C sales strategies, contributing to revenue growth.
- **Relationship Management:** Cultivated and maintained strong relationships with diverse stakeholders, including industry partners and educational institutions.
- **Market Analysis:** Utilized data analytics to assess market trends and make informed decisions for strategic planning.
- **Promotional Activities:** Designed and executed successful promotional activities, enhancing program visibility and attracting target audiences.
- **Admissions Management:** Successfully managed the end-to-end admissions process for specialized programs.
- **Collaboration and Coordination:** Worked collaboratively with internal departments, ensuring streamlined processes and a cohesive experience for stakeholders.

As I transition into the role of Sales Head, I am poised to leverage these skills and experiences to drive exceptional results and contribute to the continued success of the organization.

2) **Director | HUBSCOPES TECHNOLOGY Pvt Ltd | 2017- 2020**

As a dynamic Director at HUBSCOPES TECHNOLOGY, I played a pivotal role in managing major clients fostering relationships with industry leaders such as Sap India, Accenture, HP, SPANINFOTECH, Capgemini, Sonata Software, Sony India Pvt Ltd, Tech Mahindra, ATOS, KPMG, CISCO, Kenna Metal, Astrazeneca, and Dexler.

Recruitment and Team Leadership:

- Led the full life cycle of recruitment for IT and engineering roles, managing a team of professionals.
- Maintained an organized candidate database and oversaw account management for key clients, ensuring unique staffing needs were met.
- Issued invoices with meticulous attention to detail and handled client interactions, fostering strong relationships through effective communication.
- Led successful business development initiatives, identifying and pursuing new opportunities for revenue growth.
- Provided leadership to a team of professionals, offering guidance, training, and support to achieve collective goals.
- Acted as a single point coordinator between corporate clients and the branch office, facilitating smooth communication and operations.

- Managed internal interviews, offer negotiations, joining, and exit formalities, ensuring a streamlined recruitment and onboarding process.
- Oversaw branch management activities, conducting monthly assessments of targets and revenue generated, aligning with organizational objectives.

Knowledge Management:

- Gathered client requirements, ensuring a thorough understanding to meet their training needs.
- Maintained a comprehensive trainer database and facilitated communication between trainers and clients, including commercial negotiation.
- Arranged detailed discussions between trainers and clients regarding training assignments, ensuring alignment of expectations.
- Proactively managed logistics for trainers and maintained backup plans for training bounce.
- Followed up on training progress until commencement and issued invoices for services rendered

Handling Training Requirements:

Managed diverse training requirements, ensuring comprehensive coverage across various technologies and domains.

- **Web Technologies:** J2EE, EJB, JSP, Servlets, XML, Struts, Web Services, Swings, Hadoop, Corba, Liferay, ATG Commerce.
- **Microsoft:** C#, ASP.NET, VB.NET, .NET, XML, Web Services, MS Family, SharePoint.
- **Testing:** Manual Testing and Automation Testing (QTP, Win Runner, Load Runner). Black Box, White Box, Telecom Testing.
- **Embedded Technologies:** Android, BSP, Desktop Applications, Linux Device Driver.
- **Oracle:** Oracle Financial, Order Management, Oracle Apps, PL/SQL, Oracle UIM, Oracle OIC, ATG Commerce, Oracle Retail, Oracle WebCenter, FatWire.
- **ERP:** SAP ABAP, BASIS, XI/PI, NW EP, SD, MM, FICO, BPC, BI/BW/BO, SAP SCM GATP, APO (DP, SNP, PP/DS), SAP IS Auto, IS Retail, IS Utilities, SAP EHS, Insurance, SAP HANA, Siebel CRM, Testing, Oracle Apps, PeopleSoft Financial, HRMS.
- **System Administration:** Unix/Linux/AIX.
- **Management Consulting:** Talent & Organizational Change Management, Process Engineering, Marketing and Strategy Consulting, Credit Risk Management, Intergraph Smart Plant Expert, Tieto Energy Consultant.
- **Data Warehousing:** Informatica, Teradata.
- **Database:** IBM DB2, Sybase, SQL Back-end Databases & MS SQL Server, SQL.NET, Oracle.

- **Operating systems:** Worked on Windows 95, Windows 98 & Windows XP, Software Skills, MSOffice.

As I pursue new opportunities, I am prepared to bring this wealth of experience and expertise to contribute significantly to the success of future endeavors.

3) **Business Development Manager | PROXIMO Tech Soft Pvt. Ltd 2015-2017**

As a proactive Business Development Manager at PROXIMO Tech Soft Pvt. Ltd, I played a pivotal role in managing key accounts for corporate training, overseeing major clients such as SAPINDIA, Accenture, HP, SPANINFOTECH, Capgemini, Sonata Software, and Tech Mahindra.

- **Full Life Cycle Recruitment:** Orchestrated end-to-end recruitment processes for IT and engineering roles, from requirement gathering to CV formatting, screening, validation, salary negotiation, and follow-up.
- **Candidate Database Maintenance:** Maintained a comprehensive and organized candidate database to facilitate efficient talent acquisition.
- **Account Management:** Successfully managed major client accounts, ensuring their unique training needs were met and exceeded.
- **Invoice Issuance:** Handled the issuance of invoices with precision and attention to detail, ensuring accurate financial transactions.
- **Client Interaction and Relationship Management:** Engaged in regular client interactions, fostering strong and lasting relationships through effective communication and responsiveness.
- **Business Development:** Proactively identified and pursued new business opportunities, contributing to revenue growth and market expansion.
- **Team Leadership:** Led a dynamic team, providing guidance and direction to achieve collective goals and objectives.
- **Training and Onboarding:** Conducted training sessions for new team members, ensuring a seamless onboarding process.
- **Single Point Coordinator:** Acted as a central point of coordination between corporate clients and the branch office, facilitating smooth communication and operations.
- **Internal Recruitment Processes:** Managed internal interviews, offer negotiations, joining, and exit formalities, ensuring a streamlined recruitment and onboarding process.
- **Branch Management and Performance Assessment:** Oversaw branch management activities, including the assessment of monthly targets and revenue generated, ensuring alignment with Organizational goals.

- As I transition into new opportunities, I am eager to leverage this diverse skill set to contribute significantly to the success of future endeavors.

4) **Business Development Manager | CADMAXX Solutions | 2012- 2015**

As a pivotal member of CADMAXX Solutions, I played a key role in managing IT corporate portfolios, driving sales through effective strategies, and nurturing client relationships.

- **Key Account Management:** Managed a portfolio of critical IT corporate key accounts, fostering robust relationships and ensuring the fulfillment of unique client needs.
- **Pricing Negotiations:** Engaged in meticulous discussions on pricing strategies with clients, ensuring alignment with both client expectations and organizational objectives.
- **Technical Demonstrations:** Coordinated and facilitated technical demonstrations at client locations, showcasing the capabilities of CADMAXX Solutions.
- **Educational Sector Engagement:** Conducted insightful presentations on CAD training at colleges, actively engaging with students to highlight the benefits of our training programs.
- **Student Counseling:** Conducted counseling sessions with students, addressing queries, and providing guidance on the training programs offered.
- **Sales Strategy Development:** Formulated successful sales strategies, generating new customers, and contributing to revenue growth.
- **Training and Development:** Oversaw training and development initiatives for students, ensuring the delivery of high-quality educational programs.
- **Relationship Building:** Cultivated strong relationships with key stakeholders, including Principals, HODs, and staff members of engineering colleges.
- **Business Development Opportunities:** Identified and capitalized on new opportunities for revenue enhancement through proactive engagement with customers.
- **CRM and Client Support:** Interacted with the client support team, addressing customer service requirements daily to ensure satisfaction and business retention.
- **Engineering College Presentations:** Delivered impactful presentations at engineering colleges, establishing CADMAXX Solutions as a preferred partner in education.
- **Comprehensive Relationship Management:** Established relationships at both senior and operational levels, ensuring a holistic approach to relationship management.

As I seek new opportunities, I am prepared to leverage this extensive experience to contribute significantly to the success of future endeavors.

5) **Business Development Manager | ICFAI Bangalore 2011-2012**

As a proactive Business Development Manager at ICFAI, I led comprehensive initiatives to develop the business, managing a portfolio of key IT corporate accounts, and overseeing brand awareness strategies for ICFAI products.

- **Key Account Management:** Successfully handled a portfolio of IT corporate clients, fostering strong relationships and meeting their educational needs.
- **Marketing and Brand Awareness:** Orchestrated impactful marketing campaigns to enhance brand awareness, positioning ICFAI as a preferred choice for professional education.
- **Strategic Presentations:** Delivered compelling presentations at engineering colleges, effectively communicating the value proposition of ICFAI products.
- **Sales Strategy Development:** Formulated and executed successful sales strategies, resulting in the acquisition of new customers and increased market share.
- **Promotional Activities:** Organized and participated in promotional activities, including seminars and cultural events, to engage with the college community.
- **Career Guidance Seminars:** Led seminars across various locations in Karnataka, providing valuable career guidance to students and enhancing the organization's profile.
- **Innovative Sales Techniques:** Developed and implemented innovative sales techniques and concepts, contributing to business growth and success.
- **Client Presentations:** Conducted impactful company presentations at client locations, offering a comprehensive overview of ICFAI and its offerings.

Education:

Master of Business Administration | Bangalore University, Bangalore | 2008-2010

Bachelor of Business Management | Gulbarga University, Gulbarga | 2005-2007

Languages:

- Kannada
- Hindi
- English

Interests:

Playing Chess and Cricket

I hereby declare that the above-mentioned information is true to my knowledge.

Date:

Place: Bangalore

Basavaraj Shetty Mahajana