

GARIMA MITTAL

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**BUSINESS ACCELERATOR | SALES STRATEGIST | GLOBAL MARKET
ACTIVATION & EXPANSION SPECIALIST | 18+ YEARS OF SUCCESS |
INNOVATION & TRANSFORMATION MINDSET**

Track Record of Propelling Businesses for High-Performing Organizations Across Education Sector

Strategic Market Planning | Business Development & Growth | Revenue & Profit Maximization | Brand & Product Positioning | Customer Relationship Management | Team Building & Talent Development | Go-to-Market Strategy Execution | Budget Management & Cost Optimization | Cross-Functional Team Leadership | ATL & BTL Campaign Supervision | Corporate & B2B Partnership Development | Lead Generation & Conversion

- **Growth focused Business Leader** with experience in growing revenue/profit/sales, improving top-line & bottom-line performance, **overcoming profit & growth challenges** and increasing business turnover & market share YOY, rendering services across international education, EdTech, K-12, pre-school & day care management.
- **Sales Maximization:** Progressive history of driving consistent growth in revenue/profit/sales, improving top-line & bottom-line performance and increasing business turnover & market share YOY of leading organizations
- **P&L Management:** Strong financial acumen in implementing robust budgeting and forecasting processes to enhance financial performance and predictability.
- **Market Positioning & Growth:** Excellent Global Business Landscape insight, crafted and effectuated strategies for new markets and expansion of existing market share, grown enterprise value and turned-around operations by driving strategic initiatives.
- **Operational Excellence & Business Process Re-engineering:** Proven track record in implementing business process re-engineering initiatives that streamlined operations, optimized resource allocation, and sustained long-term organizational health.
- **Technical Purview:** CRM Tools including Salesforce, Zoho, Leadsquare and ERP

PROFESSIONAL EXPERIENCE

MARKETING HEAD | Chrysalis High Schools | July 2024 - Present

- Managing **Net Student Score (NSS) of 10000 students across 10 properties** in Bangalore.
- Advertising, Performance Marketing, CRM, Sales, Business Development, Marketing Operations, Admissions, Team Management.

AGM – MARKETING & SALES | Vibgyor Group of Schools | Jan. 2023 – Feb. 2024

- **Accomplished 78% of the sales target** for the previous marketing year, **contributing approximately INR 50 Crore** to the company's revenue.
- Managed **Net Student Score (NSS) of 8500 students across 7 properties**, including centers in Bangalore and Coimbatore.
- Spearhead go-to-market strategies aligned with comprehensive marketing plans, enhancing collaboration with center operations to boost sales performance.
- Supervise Above the Line (ATL) and Below the Line (BTL) marketing campaigns, refining strategies to enhance sales performance.
- Oversee the pre-sales funnel, monitoring lead generation and orchestrating community engagement initiatives, including events in malls, collaborations with preschools, and corporate partnerships.
- Coordinated with external vendors, SEO operators, content management teams, web management specialists, PR, and brand management agencies to maintain a cohesive and effective digital presence.
- Collaborate with the HR department to facilitate the professional development of the sales team, focusing on improving their sales skills and engagement levels.
- Lead corporate and B2B account management efforts, advising on strategic solutions to foster beneficial partnerships and maximize business opportunities.
- Execute branding, media, public relations, and advertising campaigns, optimizing investment to achieve maximum impact.

ASSOCIATE REGIONAL BUSINESS HEAD

Founding Years Learning Solutions Pvt. Ltd. (KLAY Prep Schools & Daycare) | Jun. 2017 – Jan. 2023

Growth Path: Manager – Marketing Operations → Sr. Manager – Marketing Operations → Associate Regional Business Head

- **Increased revenue from INR 2 Cr/Annum to INR 6 Cr/Annum** across Pune and Mumbai despite Covid implications
- Launched **innovative Online preschool program in Maharashtra**, diversifying into digital education & extending brand's reach.
- Introduced **'At Home' services as a new product line**, adapting to market needs and consumer convenience.
- **Achieved 8% to 25% EBITDA across all schools**, demonstrating robust financial management and operational efficiency.

- Led Real Estate team to **launch 'Letsgro' initiative in Gujarat**, overseeing the strategic expansion of 6 new centers in Pune and Mumbai between Feb. 2022 and Jan. 2023, contributing to the organization's growth and market presence.
- Powered the **growth of centers in Bangalore from 25 to 40**. Significantly contributed to the launch events, ensuring an average **headcount of 300 – 400 at each event**, covering up to 25 admissions in a day
- Direct strategic business development, sales & operations spanning 47 centers across south region including Chennai & Bangalore
- Drove financial performance, productivity, and budgeting by analyzing and reconciling monthly P&L statements
- Created marketing plans, ATL and BTL strategies geared toward lead generation, market positioning and market expansion.
- Orchestrated and executed events for Pan India centers, enhancing brand presence and community engagement.
- Collaborated with PR agencies, influencers, bloggers, and other media personnel to amplify brand messaging and reach.
- Liaised with external vendors, SEO operators, content management teams, and web management specialists to ensure a cohesive and effective digital presence and strategy.

COUNTRY ADVISOR – SOUTH INDIA (INTERNATIONAL TRADE & DEVELOPMENT)

Anglia Ruskin University, UK (SannamS4 Consultants Pvt. Ltd.) | Apr. 2014 – Aug. 2014

- Conceptualized and spearheaded business growth and market plans to enroll students at the University.
- Partnered with International Marketing Communications Officer & Regional Director, South Asia & Africa to create engaging audience-focused content based on e-recruitment plans for websites.
- Maintained consistent communication with channel partners in India by conducting monthly, bi-monthly, or quarterly visits
- Drove promotional initiatives and counseled prospective students while focusing on maximum deal closures.
- Resolved queries and escalations of students and channel partners while ensuring the delivery of superior customer service.
- Provided periodic reports on market trends, competitor activities, partnership opportunities, expenditure, forecasts, & targets.

STATE HEAD – KARNATAKA (SCHOOLS) (SALES & MARKETING) | Aditya Infotech Ltd. | Jun. 2013 – Apr. 2014

- Built and implemented high-performing, effective Sales Process in close collaboration with National Marketing Head along with regularly reviewing performance and delivering reports to the Director of Sales & Marketing
- Owned and exceeded sales targets for assigned territories. Negotiated sales price and discounts and closed deals.
- Imparted training on products & services to new and existing sales personnel while conducting regular performance evaluation.

REGIONAL MANAGER – ACADEMIC SUPPORT GROUP (KARNATAKA) | Educomp Solutions Ltd. | Oct. 2010 – Apr. 2013

- Planned business and marketing strategies for the K-12 business network in the region by identifying high potential verticals for profitable partnerships and revenue attainment.
- Managed a diverse team of 117 personnel with 7 direct reports, overseeing 150-200 school accounts across the region.
- Consistently surpassed sales targets, achieving a record revenue collection of INR 75 lakhs per month.

CENTRE MANAGER CUM VERBAL FACULTY | PT Education, Hisar | Sep. 2009 – Apr. 2010.

- Inaugurated and established a new PT Education branch from the ground up, implementing operational frameworks and curricula.
- Built relations with Training & Placement Officers across numerous colleges and universities to promote educational services.

GENERAL MANAGER / IELTS / TOEFL INSTRUCTOR | S.N. Career Makers Pvt. Ltd. | Mar. 2006 – Sep. 2009

- Spearheaded the expansion from one to eight branches in Haryana, significantly increasing the company's market presence.
- Transitioned from working with Kangaroo Studies Pvt. Ltd. as a franchisee to independently securing agreements with higher education institutions in the UK, Australia, New Zealand, and Canada.
- Coordinated directly with respective embassies, leading a team of 43 counselors and successfully processing an average of 72 student applications every quarter.

ACADEMIC CREDENTIALS

PGD – HRM | Symbiosis, Pune | 2010

B.A. (Eco. & Com. Arts) | F.C. College for Women | 2004

Courses: The complete Guide to starting up | Ankur Warikoo

AWARDS & ACCOLADES:

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| ✓ Spotlight Award in Marketing KLAY – 2019 | ✓ Best Area Manager Educomp – 2012 |
| ✓ Spotlight Award in Marketing KLAY – 2018 | ✓ Rising Star Educomp – 2011 |