



LOKESH GOWDA
Marketing Manager

PROFILE

Dynamic and results-oriented and Marketing lead with a proven track record of driving student enrollment, enhancing brand visibility, and building impactful stakeholder relationships.

Experienced in student recruitment, institutional branding, and developing strategic partnerships with corporates, alumni, and academic institutions. Skilled in executing promotional campaigns, organizing outreach events, and utilizing digital marketing to attract and engage prospective students.

Currently leading marketing and admissions at **ITARI**, collaborating with international partners such as **HY+ (University of Helsinki)** and the **University of Windsor**. Looking to leverage deep expertise in admissions strategy and stakeholder engagement to contribute meaningfully within the education sector.

EXPERIENCE

INDUS INTERNATIONAL SCHOOL (ITARI)

Marketing Manager – Oct 2024 to Present

- Developed and implemented annual marketing and admissions strategies to meet institutional enrollment targets and brand positioning goals.
- Managed lead generation campaigns across digital, offline, and partner channels, achieving high inquiry-to-admission conversion rates through personalized communication and follow-ups.
- Led cross-functional teams including counselors, digital marketers, and creative professionals to ensure smooth execution of marketing plans and student onboarding processes.
- Strengthened institutional branding through school visits, education fairs, open houses, webinars, and digital marketing, enhancing visibility among target audiences.

OP JINDAL GLOBAL UNIVERSITY

Assistant Manager – Nov 2022 to Oct 2024

- Organized and executed quarterly outreach events, each attracting approximately 500 students, significantly boosting the school's visibility and prospective student engagement.
- Implemented personalized communication strategies to maintain high levels of student interest and commitment, resulting in a steady increase in application-to-enrollment conversions.
- Achieved an impressive enrollment rate of 65%, converting 742 applications into 483 enrollments, demonstrating strong student engagement and counseling skills.
- Successfully converted 5,806 leads generated by the marketing department into 742 applications for JSPC programs through strategic communication and follow-up.

LEAP SCHOLAR

International Relationship Manager Feb - 2022 TO Nov 2022

- Developed customized communication strategies to maintain high interest among prospective international students.
- Converted 4,200 international leads into 850 applications through targeted communication.
- Achieved a 60% enrollment rate, converting 850 applications into 510 enrollments.

CONTACT

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KEYSKILLS

- Client Relationship Management
- Brand Representation
- Stakeholder Engagement
- Cross-functional Collaboration
- MS Office & Google Workspace
- Market Research & Competitor Analysis

- Leveraged data analytics to track application trends and adapt outreach strategies.
- Pitching Leap scholar's various offerings including IELTS, counselling, application filling Visa services

LANDMARK GROUP

Junior Marketing Executive JAN-2021 TO JAN2022

- Monitor and analyze sales performance data to identify trends and opportunities for improvement.
- Tracked potential leads and maintained proper Management Information Systems (MIS).
- Conducted multiple follow-ups with customers, keeping them engaged through the payment process.
- Help identify and qualify new sales leads through various marketing efforts.

AXIS BANK

Public Relations Associate / SEP-2019 TO AUG 2020

- Helping creates and curate content for social media.
- Conducted market research and prepared financial forecasts.
- Helped with the documentation and processing of loan applications.
- Collaborating with internal teams to ensure brand consistency.

EDUCATION

MBA IN STRATEGY AND LEADERSHIP

OP JINDAL GLOBAL UNIVERSITY (PURSUING)

B.COM IN BUSINESS MANAGEMENT & MARKETING

SPU UNIVERSITY