

VIJAY LOKESH

Admissions & Marketing

PROFILE

Strategic and goal-driven Admissions and Marketing Manager with a proven ability to lead end-to-end admissions cycles, design impactful marketing campaigns, and build strong stakeholder relationships to drive enrollment growth.

Experienced in engaging with prospective families, alumni, corporate partners, and academic institutions to enhance brand visibility and support institutional objectives. Skilled in managing digital and offline campaigns, organizing high-conversion events, and utilizing data analytics to refine outreach and admissions strategies.

Currently leading admissions marketing and external relations at ITARI, working with esteemed global partners such as HY+ (University of Helsinki) and the University of Windsor. Passionate about delivering meaningful engagement, streamlining admissions processes, and positioning institutions for long-term growth in a competitive educational landscape.

CONTACT

Phone - 7483210944

EXPERIENCE

INDUS INTERNATIONAL SCHOOL (ITARI)

Admissions Manager – Oct 2024 to Present

- Counseled prospective parents and students through email, phone, and in-person campus tours, delivering a seamless and engaging admissions experience.
- Maintained and regularly updated student databases to support enrollment reports, demographic tracking, and internal decision-making.
- Successfully counseled over 500 prospective families, resulting in a 20–30% increase in admission conversions through personalized guidance and follow-ups.
- Ensured adherence to school policies, operational practices, and guidelines while actively participating in all required meetings and events set by senior leadership.
- Stayed updated on the competencies and skills required for the role, continually improving strategies to support student recruitment and engagement effectively.
- Promoted the school's identity and core values across all interactions with students, parents, alumni, and external stakeholders to strengthen community trust and brand reputation.

OP JINDAL GLOBAL UNIVERSITY

Assistant Manager – Nov 2022 to Oct 2024

- Organized and executed quarterly outreach events, each attracting approximately 500 students, significantly enhancing the school's visibility and student engagement.
- Implemented personalized communication strategies that maintained high student interest and commitment, resulting in a consistent increase in application-to-enrollment conversion rates.
- Guided families through the entire admissions process, ensuring all documentation was complete, accurate, and submitted on time.
- Maintained and regularly updated student databases to support enrollment reports, demographic tracking, and internal decision-making.
- Assisted the Admissions and Marketing teams in organizing and executing events, open houses, and engagement programs for prospective families.

winwithvijay1@gmail.com

BENGALURU – 560073

KEYSKILLS

Client Relationship Management

Brand Representation

Stakeholder Engagement

Cross-functional Collaboration

MS Office & Google Workspace

Market Research & Competitor Analysis

LEAP SCHOLAR

International Relationship Manager Feb - 2022 TO Nov 2022

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

B.COM IN BUSINESS MANAGEMENT & MARKETING

SPU UNIVERSITY