



Savita Baij

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ABOUT ME

Higher Education Admissions & Enrolment professional with 4.5+ years of experience across admissions operations, student recruitment, enquiry management, student counselling, application processing, CRM management and conversion. Experienced in partner relationships, application quality and enrolment-focused engagement across international and domestic higher education.

SKILLS & PROFICIENCIES

- Admissions Operations
- Student Enrolment
- Student Recruitment
- Lead Management & Nurturing
- Student Counselling
- Application Processing
- Application Evaluation
- Eligibility & Documentation
- Prospective Student Engagement
- Follow-up & Conversion
- Enrolment Sales
- CRM Management
- Salesforce CRM
- Salesforce Marketing Cloud (SFMC)
- Applicant & Database Management
- Data Management & Reporting
- Performance & Target Tracking
- Agent & Partner Management
- Client Relationship Management
- Stakeholder Management
- Quality Control & Process Improvement
- Student Onboarding
- Education Fairs & Recruitment Events
- Student Outreach & Engagement

WORK EXPERIENCE

REVA University, Bengaluru - Onsite Manager – Change Adoption | Dec '25 – Jul '26

- Managed admissions enquiries, walk-ins, student counselling and conversion across the prospective student journey.
- Executed Salesforce CRM/SFMC campaigns across Email, WhatsApp & SMS to drive engagement, follow-ups and conversions.
- Supported admissions targets, lead nurturing and student engagement through data-driven communication.
- Coordinated outreach initiatives, education fairs and recruitment events with internal and external stakeholders.

RMIT University, Australia | New Delhi - Hybrid Sr. Prospective Student Officer | Jan '25 – Dec '25

- Led a 5-member team managing operations and performance.
- Managed prospective student & partner enquiries, supporting conversion and achievement of recruitment targets.
- Designed workflows and quality processes to improve operational efficiency, consistency and team productivity.
- Represented RMIT at education fairs and recruitment events.

CERTIFICATION & VOLUNTEER WORK

- Nano Tips for Advancing Your Career
- Achieving High Performance During the Times of Stress
- Mindfulness
- Meditations for Work
- Life Communication Foundations

EDUCATIONAL BACKGROUND

Kumaun University Nainital

Master's Degree in Zoology,
2019- 2021

Kumaun University Nainital

Bachelor's Degree in Zoology,Botany,
Chemistry
2016- 2019

Kendriya Vidyalaya No. 1

Banbasa Cantt
Higher Secondary Education
2016

RMIT University, Australia | New Delhi, - Hybrid Prospective Student Officer | Mar '24 – Jan '25

- Managed 3,000+ inbound/outbound communications annually, maintaining 95% partner satisfaction.
- Managed prospective student enquiries and follow-ups, supporting conversion and recruitment targets.
- Used Salesforce CRM and data reporting to track performance, targets and student engagement.
- Supported education fairs and recruitment campaigns, engaging students, counsellors and institutional stakeholders.

INTO University Partnerships, New Delhi - Onsite Sr. Application Advisor | Feb '23 – Mar '24

- Managed end-to-end application operations, including eligibility, prerequisite assessment, application quality checks and complex cases.
- Managed agent/client relationships and guided partners through application, offer and enrolment processes.
- Supported 8+ US university partnerships, contributing to a 30% YoY increase in successful student placements.
- Optimised workflows and Salesforce processes to improve application efficiency, quality and stakeholder experience.

INTO University Partnerships, New Delhi - Onsite Application Support Officer | Mar '22 – Jan '23

- Managed agent-facing application support across India, Nepal, Bangladesh and Sri Lanka.
- Handled application enquiries, documentation, eligibility queries and coordination with US university partners.
- Implemented improved enrolment tracking and quality/data controls, reducing reporting errors by 40%.
- Improved admissions update TAT by 25% through stronger tracking and stakeholder coordination.

Private Tutor & Student Counselor - Remote 2016 – January 2022