

**UJWAL DV**

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## **CAREER SUMMARY**

**Total Work Experience: 4 Years**

**Currently working as Marketing Manager in **GLOBAL SCHOOLS FOUNDATION (GSF)** – **SINGAPORE Based** - Best International Education Administration Programs with 22 years of experience.**

**(From November - 2020)**

## **RESPONSIBILITY HANDLING**

- Heading branches in Bangalore City - Overall project management starting from Strategic Market study, marketing (ATL & BTL), lead generation campaigns and corporate events.
- Training and Handling the Outbound and inbound team with ensuring high conversion rate and meet branches revenue targets.
- Brand Positioning, External and Internal Vendor Management, Stakeholders Management and Business Expansion.
- Planning and executing the Internal and External Campaigns Events in online and offline platforms for Brand promotion.
- Create annual and quarterly marketing plans for lead flow.
- Communicate and educate the sales team on plans and outcomes for better target reach.
- Develop marketing collateral Creatives, design & Conceptualize the strategy for organization.
- Implementation of Marketing strategy, Territory survey analysis & Brand awareness.
- Cost management for the events and driving efficiency through improvements / planning efficiency.
- External & Internal communication for existing and new set of audiences through emailers, webinars and other channels.
- Planning various key performance matrixes - CPA, CPL, Revenue and ROI.
- Brand Promotion Campaigns in Malls, Mega Apartments, Supermarkets and Corporate sectors.
- Co-ordinate with external agencies, brokers, infrastructure owners etc. for evaluating business development opportunities.

- Board meetings with India, Global Leadership and Regular interactions with Global teams for marketing and sales updates
- Working on **MIS, Hubspot, Facebook, Trengo. Google Ads.**
- Promotion and generation of revenue plan for new projects taken up by the company from time to time.
- Establish and maintain the company presence in target markets, top schools, colleges, tuition centers, other educational centers, associations, clubs, and industry associations.

**1 Year 4 months experience as Team Lead - Marketing in K12 Techno Service Private Ltd, One of the largest education service provider with 10 years of experience.**

**(February 2019 - October 2020)**

### ***RESPONSIBILITY HANDLED.***

- B2B meetups, preschool tie ups, Events finalization in apartments and supermarkets.
- Lead generation through outbound promotional activities.
- B2C through counselling students, parents and ensuring the high conversion.
- Organizing outhouse and in-house events for brand promotion.
- Google mapping, Data management, Data analysis, Source wise collection and CRM.

### **ACHIEVEMENTS**

- Over achieved the admission target of the year (2019-2020) project at Whitefield branch while working at k12 techno service – **Total leads generated – 4600 Leads, Tickets sold 560 admissions.**
- During COVID situation I confidently headed the responsibility of Bangalore city New project (GLOBAL SCHOOLS FOUNDATION), Whitefield and Bannerghatta smart campuses- **successfully completed the expected admission targets (2021- 2022) Ticket sold - 258 + 385 admissions & become part of the success of New Branch.**
- **Employee of the year 2021 from GSF - Singapore**
- **As performance appraisal I got opportunity to head new branches.**

## **EDUCATION**

- **AIMS INSTITUTES , Bangalore**

**Masters of Business Administration (MBA) - Core Marketing - 6.4 CGPA (2018 - 2020)**

- **PESCE, Mysore**

**Bachelor of Engineering - Mechanical Branch - 6.2 CGPA (2013 - 2017)**

- **PES PU COLLEGE, Mysore**

**Science (PCMB) - 76% - (2011-2013)**

## **INTERNSHIP PROGRAM**

**KMF- FMCG INDUSTRY:** A study on Employee job satisfaction in reference to KMF. Evaluate the current performance appraisal system and also understand the Employee perception about current performance appraisal. Gaining practical exposure to the working environment. Analyzing the factors that motivate the employees and understand the end to end process of the Organization. Understand the Marketing distribution channels of milk products.

**BSNL - TELECOMMUNICATION INDUSTRY:** Study on Customer Relationship Management practice in telecom sector in reference to BSNL. Analyzing the services which are being used by the customers. Strategies and technology which are used to manage their interaction with potential customer.

## **KNOWLEDGE AND SKILLS**

- **Good understanding of ATL and BTL activities and experience in running lead generation using modern marketing tools and approach.**
- **Strong problem solving and organizational skills with dedication to completing projects in a timely manner.**
- **Ability to analyze and revise operating practice to improve efficiency.**
- **Good knowledge in marketing automation, running multiple-channels campaign flow, content marketing, account based marketing, Media monitoring, etc.**

- **CRM tools:** [Lead Square](#), [Hubspot](#), [Tableau](#).
- **Software program:** [Microsoft 365](#), [Adobe Photoshop](#), [Fillmore](#), [Kinemaster](#).
- [Advance Excel](#), [Google Ads](#), [Mapping](#), [Business Analytics](#),
- [Content creating](#), [video editing](#), [Promotional projects](#), [Event and Campaigns](#).

I hereby declare that all the details furnished here are true to the best of my knowledge.

Date:

Place: