

PUNITH Y B

Business Head (Karnataka)

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Dynamic Marketing Manager with a proven track record at Orchids International School, adept in leveraging marketing and advertising skills alongside administrative support to enhance brand engagement and streamline operations. Excelled in budgeting, securing long-term accounts, and fostering relationships, contributing significantly to operational efficiency and school admissions growth at BIRLA OPEN MINDS. Demonstrates exceptional leadership and problem-solving abilities.



Skills

- Marketing and advertising
- Sponsorships
- Administrative support
- Budgeting



Work History

- Marketing Manager**

Orchids International School , Bangalore

- Recruited and hired capable team members to add value and diverse skills set to admin department department.
- Researched developing trends to stay updated with new ideas and for school event practices.
- Continually maintained and improved school's reputation and positive image in parents served
- Secured long-term accounts by recommending strategies to promote brand effectiveness and highlight product benefits.
- Managed budget allocation and resource utilization to maximize .
- Created and managed social media campaigns to increase brand engagement.
- Led team of admin professionals, offering mentoring and coaching to build knowledge and skills.
- Conducted small-group and individual prospective student visits and conducted tours of university.
- Monitored overhead, prepared budgets and directed spending and resources to support fiscal efficiency.
- Proven ability to develop and implement creative solutions to complex problems.
- Looking after complete administration work - Security Setup, Purchase order, establishing vendors (general), organization management of the office.
- In Transportation- Route Mapping, Repair & Maintenance of Buses, taking care of vehicles documents like Insurance, Pollution, Registration, Road tax, Road Permit etc.; Maintain logbooks & Students Attendance Register, Communicate with Govt. Local transport Authority for rules & regulation.
- Arranging presentations, organizing meetings, Travel arrangement, Maintaining Confidential Files.
- Manage and provide all requirements of staff, keep the organization operating smoothly, ensure that department is fully staffed and all personnel's attendance is within acceptable limits.

- Business Head for Operations and Marketing**

BIRLA OPEN MINDS , Bangalore

- Set and monitored annual budgets for departments and entire school operations.
- Franchise development pre school and k12
- Prospect meeting across the state for the k12 and pre school franchise development
- Enhanced parents satisfaction with timely response to issues and proactive problem-solving measures.
- Built and strengthened relationships with Parents to drive growth.
- Developed and implemented successful strategies for building School admissions
- Launched new School (Gangavathi) services that contributed significantly to the company's bottom line while maintaining a strong competitive edge.
- Negotiated favorable contracts with vendors, reducing operational costs and fostering long-term partnerships.
- Managed and organized internal communication to hold staff accountable to priorities.
- Pre school tie ups
- Community events



Education

- Bachelor Of Commerce: Marketing And Operations**

Gopalan College of Commerce - Bangalore

- Higher Education**

Narayana E Techno School - Bangalore

- Pre University : Commerce**

Cambridge PU College - Kr Puram



Languages

- Kannada

Bilingual or Proficient (C2)
- Telugu

Bilingual or Proficient (C2)
- Hindi

Bilingual or Proficient (C2)
- English

Bilingual or Proficient (C2)

2019-02 - 2023-11

2023-12 - Current

2018-09 - 2023-09

2013-04 - 2017-06

2017-04 - 2019-02