

Allauddin Shiek

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Experienced professional adept at driving admissions/Sales and marketing initiatives in educational and real estate settings. Collaborated closely with leadership to implement revenue-focused strategies, emphasizing organizational profitability. Skilled in cultivating client relationships, maintaining meticulous documentation, and leveraging technology for streamlined processes. Excelled in data analysis and presentation, contributing to informed decision-making. Possesses a continuous improvement mindset and remains engaged in industry trends.

EDUCATION

St. Joseph's College of Commerce, Bangalore 2017 - 2020

Bachelor of Commerce (Business Process Management - Industry Integrated)

A Programme designed by TCS.

CGPA : 7.96 / 10

St. Joseph's Pre-university College, Bangalore 2015 - 2017

Grade 12 | Examination Percentile - 83.33%

Computer Science, Economics, Business Studies, Accountancy

KRLS, Bangalore 2014 - 2015

Grade 10 | Examination Percentile - 87.52%

WORK EXPERIENCE

Assistant Manager - Marketing & Channel Sales

At Aratt Developers

April 2024 - Present

- Developed and executed comprehensive marketing strategies to promote Aratt Developers' projects, collaborating closely with the marketing team.
- Managed channel sales activities, including partner identification, agreement negotiation, and distribution optimization, resulting in 40% increase in sales efficiency.
- Screened potential channel partners based on specific target markets, ensuring alignment with company objectives and market segmentation strategies.
- Maintained registration paperwork and a database of channel partners, ensuring accurate and up-to-date information for effective partnership management.
- Implemented lead management processes to track and nurture leads throughout the sales funnel.
- Tracked performance metrics of channel partners, analyzing sales data and KPIs to evaluate effectiveness and identify areas for improvement.
- Managed invoices and payments from channel partners, ensuring timely processing and adherence to financial policies.
- Conducted regular CP activation initiatives, providing training and support to optimize partner performance and achieve sales targets.

- Cultivated and maintained strong relationships with key stakeholders, fostering partnerships and enhancing brand reputation within the industry.
- Managed the induction process for new channel partners, providing comprehensive training and resources to ensure a clear understanding of project specifications, sales processes, and company values.
- Solely managed all channel partner (CP) accounts for Aratt Developers, overseeing the entire lifecycle from onboarding to ongoing support and performance evaluation.

**Admissions and Marketing Manager
At Nalapad Academy International School**

(Cambridge Assessment International Curriculum - London UK) *April 2020 - Feb 2024*

Admissions experience

- Collaborated closely with the Head of Admissions to devise and implement revenue-generating strategies, focusing on new admissions and retention processes.
- Aligned admission strategies with Key Result Areas (KRAs) to prioritize organization profitability and overall institutional success.
- Cultivated strong relationships with prospective clients, effectively showcasing the organization's integrity and academic excellence to convert walk-ins into enrolled students.
- Maintained meticulous documentation and prepared detailed progress reports, weekly updates, and insightful presentations to track and communicate admissions performance.
- Spearheaded the maintenance of student databases, ensuring the accuracy and completeness of student documents and records.
- Conceptualized and executed various marketing initiatives, including Above The Line (ATL), Below The Line (BTL), and Corporate Tie-Ups, facilitating partnerships with pre-schools and play schools.
- Managed day-to-day operations encompassing call handling, parent services, data management, grievance handling, emails, audits, and filing to ensure smooth admission processes.
- Orchestrated timely execution of student activities such as registrations, examinations, assessments, interactions, and approvals, ensuring a seamless admission experience.
- Conducted comprehensive training sessions for new team members, facilitating their integration into the admissions process and ensuring adherence to established protocols.
- Solicited qualitative and quantitative feedback from parents to drive continuous improvement initiatives and enhance overall customer satisfaction.
- Proficiently utilized Student Achievement Tracking System (SATS) and UDISE software introduced by the Government of Karnataka and the Union Government, showcasing expertise in handling student data and streamlining educational processes.

Marketing Experience

- Orchestrated organization events and managed associated promotional activities, including website updates, email campaigns, follow-ups, registrations, and comprehensive reporting.
- Coordinated and executed events, ensuring smooth operations on the day and conducting thorough follow-ups through emails, surveys, and other correspondence to gauge participant satisfaction and gather feedback.
- Created and curated content for the organization's website and publications, securing placements in prominent outlets such as Times of India and Education Today magazines to enhance brand visibility and credibility.
- Planned and coordinated logistics for various educational expos, ensuring the organization's effective representation and maximizing engagement opportunities.
- Engaged with preschools and gated communities to establish partnerships, maximizing tie-ups for outdoor marketing initiatives and expanding the organization's reach.
- Collected and analyzed data to generate comprehensive reports on revenue performance and market trends, providing valuable insights for informed decision-making.
- Presented data and insights to organization executives and stakeholders, effectively communicating marketing outcomes and strategies to drive alignment and action.
- Identified areas for improvement and recommended changes to processes and strategies, contributing to the enhancement of marketing effectiveness and organizational success.
- Provided support in the installation of exterior and interior visual branding elements, ensuring consistent brand representation and appeal across all touchpoints also Identified pockets of untapped markets requiring on-ground marketing support, collaborating with the regional team to devise targeted strategies and initiatives for market penetration and growth.

Skills & Interests

Skills: Microsoft Office, Canva, Communication, AI, Salesforce

- Ability to provide feedback, training & development, and support to the team.
- Excellent documentation skills, research, audit, and reporting Skills.
- Adaptability to grasp new ideas, knowledge, and adapt to changing priorities.
- Continuous improvement mindset for processes and systems to create efficiencies and synergies.
- Demonstrated success in managing complex admissions processes and building strong relationships with parents and students while providing exceptional customer service.

Interests

- Reading Books
- Watching Documentaries
- Current Affairs
- Cryptocurrency
- Artificial Intelligence
- Politics

PERSONAL DETAILS

D.O.B : 24th Feb 2000

Place of Birth : Bengaluru, Karnataka

Marital Status : Unmarried

Nationality : Indian

Phone Number : +91 9739375163

Email : shiekallauddin@gmail.com

Languages Known : English, Kannada, Tamil, Hindi, Urdu, Telugu.

DECLARATION

I hereby declare that the above particulars of facts and information stated are correct to the best of my belief and knowledge.