

AARTI YADAV

CONTACT

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EDUCATION

2023 - 2025
MBA Marketing

2015 - 2018
LLB

2013 - 2015
MA Political Science

2009 - 2012
BA Programming

SKILLS

Quick learner
Innovator
Business Development
Relationship Management
Content Management
Problem Solving
Cross-functional Team Leadership

INTERESTS

Playing Volley Ball
Exploring News Places & Food
Watching OTT & Documentary

LANGUAGES

English
Hindi

OBJECTIVES

Seeking a position where 12+ years of experience in sales and management can be put in use to identify sales opportunities through sales activation, people management, relationship development, and networking to improve sales bottom line and increase company revenue.

WORK EXPERIENCE

JAN 2024 – TILL NOW | BUSINESS HEAD
ARENA ANIMATION

Business Development
• Developing and implementing business strategies to achieve sales targets and expand the institute's market share.
• Conducting market research and analyzing competitors to identify opportunities and challenges.

Sales and Marketing
• Leading and managing the sales team to achieve sales targets and expand the institute's customer base.
• Developing and executing sales strategies, including lead generation, conversion, and retention.
• Collaborating with the marketing team to develop and implement marketing campaigns that drive sales and brand awareness.

Student Enrollment
• Overseeing the student enrollment process, ensuring that all necessary documentation is completed and that students are properly onboarded.
• Working with the counselor team to develop and implement enrollment strategies that meet or exceed sales targets.
• Ensuring that all enrollment processes are compliant with regulatory requirements and institute policies.

Revenue Growth
• Developing and implementing strategies to increase revenue growth, including upselling and cross-selling opportunities.
• Analyzing sales data and market trends to identify opportunities for revenue growth.
• Collaborating with the finance team to develop and manage budgets that support revenue growth.

Team Management
• Leading and managing a team of sales and marketing professionals, providing guidance, coaching, and development opportunities.
• Conducting performance evaluations and providing feedback to team members.
• Fostering a positive and productive team culture that supports the achievement of sales targets.

Reporting and Analytics
• Developing and maintaining sales reports and analytics to track progress toward sales targets.
• Analyzing sales data to identify trends, opportunities, and challenges.
• Providing regular sales updates and insights to senior management and other stakeholders.

Other Responsibilities
• Ensuring compliance with all regulatory requirements and institute policies.
• Participating in industry events and conferences to stay up-to-date on market trends and best practices.
• Collaborating with other departments to achieve institute-wide goals and objectives.

MARCH 2019 – DEC 2023 | CENTER HEAD
IVS SCHOOL OF DESIGN |

• Supervising the activities of subordinates.
• Oversees daily center operations and coordinates center activities through assigned staff; prioritizes and delegates work activities.
• Design, develop and recommend new programs, projects and activities relating to research, executive or student education.
• Monitoring the academic and accounts team for completing the assigned tasks.
• Sustaining admission from beginning to providing placement.
• Direct, monitor and participate in research activities including data collection, MIS, CRM, evaluation and analysis for a research project.
• Handling lead generation sources & data (College Duniya, Shiksha.com & Just Dial etc). • Serves as center representative during projects by responding to and resolving emergency situations and ensures all aspects of projects/events are implemented and controlled according to plans.
• Provides assistance and information to faculty, staff and outside organizations regarding center research and projects; maintains contact via telephone or written correspondence.
• Handling the counseling session in online and offline Mode, their conversion & direct sales of the center.

JULY 2015 – JANUARY 2018 | PARTNER
TRUE FASHIONTEC EDUCITY LLP

• Creating monthly marketing budget and plans as per according the season.
• School and College visits for organizing Art & craft activities.
• Building tie ups with schools and colleges for consultancy work..
• Analyzing and providing weekly & monthly marketing and lead status reports.
• Tie up with schools for seminar and activities to generate leads and create brand awareness. • Handling the counseling session, conversion & direct sales of the center

NOVEMBER 2012 – JUNE 2015 | SENIOR COUNSELOR
AFD INDIA PVT. LTD

• Undertaking the Marketing activity which promotes sales and promoting branding activities. • Counseling Walk-In Students about courses and design field.
• Handling Online & telephonic queries .
• Scheduling and Organizing meetings.
• Handling the account and petty cash of office.
• Prepares budget proposals and recommendations and establishes budget control system for controlling expenditures; controls expenditures in accordance with budget allocations; recommends equipment and resources for the center.
• Coordinating with advertising agencies.
• Implementing and executing email campaigns to nurture leads and customers.
• Coordinating with publications for advertising various projects.
• Implementing new innovative marketing strategies.