

# Curriculum vitae

## Maneesh Vishwakarma

### Branch Head

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A results-oriented professional with over 12 years of experience in Admission Process, Client Relationship Management, Data Management, Admission Sales and Marketing, Product Management, and Team Management.

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### Professional Synopsis:

I am a result oriented professional having over a decade of experience in different facets of academic Counseling, Institutional -Software Sales & Marketing. I am Experienced in team handling, marketing planning and execution, managing business goals in line with the Vision & Mission of the Organization on I work for. I have ability to handle large teams beginning from recruitment, training, providing result oriented leadership. I can provide effective communication on and team management abilities.

### Career Summary

Self-motivated, Confident and have experience in the field of Ed-Tech, Career Counselling, University Course counselling, NEET, JEE Foundation (offline & Online Courses), Team Management Counseling, Sales & Marketing, Presentation, and Documentation ATL and BTL activity. I can share my experience and knowledge with my team members to enhance their skills and achieve goals. Ability to learn and apply knowledge towards discharging assigned duties with demonstrating dedication. Adept in critical thinking, problem solving, communication skills, listening and articulation of ideas and group interaction.

### AREAS OF EXPERTISE:

- Business Development: Team Handling, Institutional Sales, B2B and B2C, B2B2C In-house Sales & Marketing, Online Marketing, Marketing Strategies and Planning: use of digital Media, Social Media, Data collection, Conducting Seminar, Presentation and Demonstration
- Team Handling, Branch Operation Work, Promotional and Branding Activity,
- Career Counseling and proper guidance up to K12+ Students for Olympiads, Engineering and Medical and other Competitive exams preparation
- Franchise Sales and Business Development, SIP Programs
- Mentoring Sales & Marketing brand Promotion, Tie-Up

### ACHIEVEMENT:

- Best TSM - Compliance Winner in Annual Rewards and Recognition 2019-20- Aakash Digital
- Counselling over 5000+ Students for NEET, JEE and Olympiads exams including Career Guidance
- Connects over 200 schools in MP and delivered 100+ Career Guidance seminar in schools addressing over 120000 students.
- Schools tie up for SIP programs NEET, JEE preparation
- IJP promotions for different role and responsibilities during my career journey with AESL.

## CAREER PATH

### 1. Company: **Aakash Educational Services Limited**

Duration : Working from Oct – 2019 till date

#### **Aakash Educational Services Limited journey:**

- **Branch Head:** Aakash Institute Sagar Branch, MP (Aug - 2023 Till Date) handling Sales & Marketing Team, Operation team with Account Admin and EDP
- **Assistant Branch Manager: Bhopal Branch:** Sales & Marketing, MP Nagar -Bhopal Branch. (Jan - 2022 to Aug 2023) for head of Sales and Marketing: JEE Challenger wing and Foundation enrolment
- **Admission Officer: RH Branch Indore:** (June 2021 - Jan 2022) counselling of student from 7 to 12<sup>th</sup> Class and Dropper for NEET /JEE preparation
- **Territory Sales Manager** with Aakash Digital, GB Branch Indore (Oct 2019 to June 2021). School visit for lead generation counselling and seminar for Online courses of Aakash Digital
- 3 School tie ups for School Integrated Programe in Indore, Bhopal and Sagar Location for NEET and JEE preparation
- More Than 150+ school visit for Career Seminar, ANTHE scholarship (20000+ student enrolment) iACTS exam, other promotion and BTL activity.
- Career seminar in 50+ school in different location of MP.
- Conducted School Seminar, counselling of 2000+ student for NEET, JEE and Foundation course in different location of MP (Indore, Ratlam, Bhopal and Sagar)
- Daily Hurdles with team for daily, weekly and monthly target vs achievement.
- Maintain Concession, ARPU and ROI of the Branch. Retain Left Out student
- Help Sales team in counselling NEET, JEE and Foundation course, fees negotiation admission process.
- Recruitment and interview of new hiring's, Coordination with HO and Regional: HR, Account , Marketing
- Daily working on Sales Force for leads management, lead assigned, check hot and warm cases for enrolments.
- ERP for branch accounting and audit of bills and approval for payment.
- Balance coordination with Academic and Non-Academic Team, Operation Team for smooth functioning of the branch
- Meeting with School Director, Principal for deferent Promotional activities, Career Seminar, Scholarships test, Student Counselling for Lead generation and business

### 2. Company: **Test Outlook Solutions LLP - Indore**

Designation: **Area Sales Manager**

Duration : Feb -2019 – Sep -2019

- Meeting with Director/Principal/Decision Maker /Owner of the school, Book Publishers and Coaching Institutes for product detailing, demonstration of the Software & purchase process.
- Arranging live Demos at potential school and Coaching Institutes and proper demo presentations at the customer premises with all the teachers and concerned authorities.
- Maintaining Daily Sales and Visiting reports, developing a strong working relationship with School Principals, Coaching Institute Directors & owner within the designated territory
- Sharing the quotations to the customers with the help and guidance of National heads and senior officials.
- Build a database of schools and Coaching's in the assigned territory though visits Research and network.
- Identifying the potential Clients as per the guidelines by the company for presentation and sale.
- Handle Objections and Price Negotiation to generate Sales Revenue Complete after sales support to the customer for brand establishments and reference from the customer.

**3. Company: Fluids Multimedia Pvt. Ltd. – Indore (M- Learning India)**

Designation: **Business Development Manager**

Duration: July-2018 to Jan- 2019

- Converting daily leads generated through digital marketing, advertisements and other source of media.
- Maintaining Daily Sales records and leads managements on CRM and making purchase order of every sale.
- Proper guidance to team member for handling Daily enquiries from Parents/Students/Schools/Coaching Institutes
- Proper guidance of Olympiad exam, entrance exams for Engineering & Medical. IIT/NEET/AIIMS
- Communicating on mails & web based presentations on Skype with Parents/Students/Schools/Coaching Institutes making
- Create the need for Smart Learning and advise School, Coaching, student & parent to buy m – leaning study material as solution

**4. Company: Toppr Technologies Pvt. Ltd. - Indore**

Designation: DSA (Educational Counselor)

Duration: Nov-2017 to June-2018

- Visit and arrange demonstration & presentation activities to customer's places of Toppr online E-learning tools with proper guidelines of future planning
- Maintained monthly revenue target given by the company by selling Toppr learning tools.
- Calling on lead given on CRM and App have to do cold calling to setup meeting at students place
- Proper probing and need identification by doing counseling of student and a proper repo building with parents.
- To prepare and plan and carry out extensive analysis on the assigned markets, meet students and nurture the accounts with a goal of student enrolment on our program
- Buddy Up with new trained employee also trained them for spot closure student enrolled for Toppr.

**5. Company: Eduworld Academy Pvt. Ltd (University Service Provider)**

Designation: **Relationship Manager**

Duration: July -2012 to Sep -2017

- Mentored and assisted in the training of newly hired Academic Counselors.
- Sales & Revenue enhancement, Relationship management, B2B Marketing, Counseling.
- Data collection by conducting seminars and by naukri.com, Times Job,Shine.com
- Client Retention, Client Satisfaction.
- Handling team (10 Member) of executives and responsible to generate revenue from them.
- Part of Recruitment & Training process.
- Convert Admission by Counseling
- Worked with Various Universities and counsel many student and working professional for higher education.

## **Education Development:**

- MBA - Marketing
- Bachelor of Commerce (B.COM)
- 12<sup>th</sup> passed from MP Board
- 10<sup>th</sup> Passed from MP Board.
- Two years Technical Course appeared for IETE, New Delhi

## **TECHNICAL SKILLS:**

- CRM, ERP, Sales Force Lead Management
- Good command on Excel and Google Sheet and drive
- Basic knowledge of Computer Hardware, Maintenance
- Ms-Office, Presentation & other CRM software

## **PERSONAL INFORMATION**

Date of Birth : 17 September 1987.  
Father's Name : Lt Mr. H.P.Vishwakarma  
Marital Status : Married  
Strengths : Confident ,Self-Motivation, Adaptability  
Hobbies : Music (Listening & playing), Cooking  
Nationality : Indian  
Languages Known : Hindi ,English & Gujarati

## **DECLARATION**

I hereby declare that the above stated information is unbiased and true to the best of my knowledge and belief.

**Date:** March 2024

**Place:** Bhopal

**Maneesh Vishwakarma**