

# Prayas Tarani

Education Marketing | Academic Advisor

9+ years of experience in Education Marketing, Consulting, Training and Business Development

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## WORK EXPERIENCE

### Manager

MapMyStudy.com (Pac Asia Eduserve LLP)

10/2019 - Present

#### Tasks

- Guiding aspirants for admissions at UG & PG levels for destinations - US, Canada, UK, Ireland, Australia, & New Zealand
- Organizing and Conducting Education Fairs with counselling sessions via both one-one & virtual mode
- Reviewing and maintaining student applications in ERP softwares
- Moderating discussion with the clients on board during visits
- Spearheading the creation and management of sub-agents' network
- Headed the recruitment process to build the foundational team

### Freelance consultant and Faculty

Free Lancer

11/2018 - 09/2019

#### Tasks

- Trained the on-boarded students in Marketing and Operations domains
- Q&A solver (part-time) at Chegg.com

### Marketing Manager

Study Overseas Global Pvt. Ltd.

02/2015 - 10/2018

#### Tasks

- Formulated & implemented strategies for the universities team's visits
- Regulated the digital promotions over social media
- Conducted fairs and managed the applications for Kochi and Delhi region
- Student applications management for lead generation and conversion
- Headed the marketing activities via BTL means of advertising
- Administered the back office tasks by managing a team of six professionals

### Marketing Manager and Academician

Amity Global Business School

01/2012 - 02/2015

#### Tasks

- Hosted and commissioned admission events for MP/CG territory
- Undertook brand building activities via ad plans in news papers & at billboards
- Full-time faculty - Marketing Management and allied areas
- Trainer - Entrepreneurship development

### Marketing and Training Department

Core Business School

05/2009 - 10/2011

#### Tasks

- Created an year-long campus program for entrepreneurship development
- Trainer - Entrepreneurship development & Marketing
- Installed and facilitated Entrepreneurship Cell on campus
- Facilitated marketing and promotion activities with creation of pitching decks
- Guided students to participate in events & competitions across various institutes including IIMs, IITs and IMA

## SKILLS

P & L Management

MS Office

Relationship Development

Team Building

Implementation Skills

Decision Thinking

Presentation

Communication

## CERTIFICATIONS

Certification in Education Partner Training Workshop conducted by Navitas in June 2020

Certification from ETS in teaching basics of TOEFL online in May 2020

ICCC - Foundation level certificate

Certified National Entrepreneurship Mentor from National Entrepreneurship Mentor to assist Student's Startups

## EDUCATION

### Post Graduate Diploma in Management

Institute for Technology and Management, Navi Mumbai

06/2007 - 05/2009

#### Courses

- Marketing Management
- Retail Management
- Entrepreneurship Development
- Business Development

### Bachelor of Engineering - Chemical Engineering

Government Engineering College - Ujjain, RGPV - Bhopal

06/2003 - 04/2007

## LANGUAGES

English

*Professional Working Proficiency*

Hindi

*Professional Working Proficiency*

## INTERESTS

Competitive Study

Business Reads

Relationship and People Management