

## **CURRICULUM VITAE**

**PRINCE MALVENDRA SINGH RATHORE**  
**(City Marketing Head cum Admission Counselor)**

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### **CAREER OBJECTIVE**

To impart my strategic and operations leadership qualities in unique challenging situations with my ability to quickly analyze key business drivers and develop strategies to grow the overall business and make the organization get par with its competitors.

### **CAREER SUMMARY**

- A customer oriented and excellent communicator possesses experience as a Marketing Manager, HR Coordinator and Operations Coordinator.
- Expertise in portraying leadership roles & managing large teams.
- Excellent in bringing new assignments & closing deals.
- Expertise in taking follow up on a daily basis and maintaining the database accordingly.
- Expertise in working both with a team and as an individual.

### **PERSONAL QUALITIES**

- Unmatchable communication skills in written and verbal both.
- Strong motivational and logical skills.
- Ability to persuade the people.
- Ability to produce the best result in pressure situations.
- Multitasking

### **CERTIFICATION**

- **Digital Marketing:**  
Professional certification by **Institute for Design of Electrical Measuring Instruments (IDEMI)**, Mumbai affiliated with **Ministry of Micro, Small and Medium Enterprises (MSME)**, Government of India.

### **KEY RESPONSIBILITIES HANDLED**

#### **As a President Student Activity Council:**

Substantial experience of leadership and management of council members and student development initiatives; In-depth knowledge of budgeting, consensus building, and fundraising practices; Ability to make public speeches and to chair council meetings; Ability to encourage and enroll students for various student-oriented activities.

#### **As a Student Training & Placement Coordinator:**

Managed educational institution based placement services and activities; Conducted workshops and seminars regarding career preparation, interview skills and job search techniques; Oriented students on job readiness techniques, labor market and vocational information; Supported students to obtain job of their choice and skill; Interacted with various corporate human resource departments to understand current vacancies.

**During my various professional roles in different private organizations:**

Industry analysis, Client profiling, Client acquisition, Customer Care, Lead generation, Customer relationship management, B2B, General Management, Event Planning, Event Management, Operations, Marketing, Sales, Promotions, B2C, Business Development, Business Intelligence, Client Acquisition, Market Research, Sales Promotions, Attaining daily, weekly and monthly targets specified by the process.

**EDUCATIONAL QUALIFICATION**

Course	Institute	University/ Board	Year	Percentage
MBA	MANIT, Bhopal	MANIT	2018	77.3%
B.E.(Civil Engg.)	AISECT University, Bhopal	AISECT University	2015	86%
H.S.C	K.V.NO.-3, Bhopal	CBSE	2011	65.2%
S.S.C	K.V.NO.-3, Bhopal	CBSE	2009	79%

**PROJECTS UNDERTAKEN**

1. **Earthquake generating table**, the project was build by me & my three other teammates in 2013 used to test strength of structures when hit by an earthquake.
2. **Risk Husk Ash and Fire Ash mixed concrete cubes strength testing**, the project was build by me & my three other teammates in 2015 to make economical concrete as well as simultaneously increasing the strength of it.
3. **Impact of Digital Marketing on Rural Marketing**, it was a seminar report based on secondary research by me presented in 2018.
4. **Green products and their impact on the brand value**, it was a dissertation report based on primary research by me presented in 2018.

**WORK EXPERIENCE**

1. **President Student Activity Council** at Aisect University, Bhopal in between 2012 to 2015.  
**Job Responsibilities at Aisect:** Developed, promoted, & conducted a variety of extra curricular programs, seminars, guest lectures, annual events, talk shows & conferences for students; Planned, arranged & chaired all meetings with council members as needed; Established & maintained conducive environment for student learning in an efficient manner.
2. **Student Training & Placement Coordinator** at Aisect University, Bhopal in between 2013 to 2015.  
**Job Responsibilities at Aisect:** Coordinate with various corporate HRs, career guidance to students, organize & coordinate job fairs and monitor the whole recruitment processes.
3. **Jr. EPS (Product Support)** for BT process in HCL, Noida in between 17<sup>th</sup> of June 2015 to 21<sup>st</sup> of March 2016.  
**Job Responsibilities at HCL:** Sorting out all technical issues on call for the customers of United Kingdom for BT & Sky.

4. **Relationship Manager at Aegle Meditech LLP**, Bhopal an IT company which is working into the field of Hospital Management Softwares from 5<sup>th</sup> of April 2016 to 7<sup>th</sup> of April 2017.  
**Job Responsibilities at Aegle:** Customer acquisition, client profiling, direct marketing, direct sales, promotions, business development, product demos.  
**Achievements:** Client acquisition of Miracles Hospital, Bhopal and many more accolades.
  
5. **Intern Marketing Manager at Digital Democracy**, Bhopal an IT firm which is working into the field of Augmented & Virtual Reality and Motion Based Technology into various industries ranging from Education, Real Estate, Advertising, Publications, etc. from 8<sup>th</sup> of May to 7<sup>th</sup> of July 2017.  
**Job Responsibilities at Digital Democracy:** Industry analysis for various different sectors, business development, business analysis, promotional campaigns, data interpretation, bringing in new assignments, direct marketing, B2B, customer relationship management, direct sales, sales promotion, e-commerce, customer acquisition.  
**Achievements:** Client acquisition of one of the most prominent pre-school chains in India- Kangaroo Kids, Bhopal and many more accolades.
  
6. **State Business Development Manager Head at Circumference Global Innovations Pvt. Ltd.**, Bangalore an Event & Media Aggregator Company which is working into the field of event management, event creation, media, etc. from 26<sup>th</sup> of June 2018 to 26<sup>th</sup> of January 2019.  
**Job Responsibilities at Circumference Global Innovations Pvt. Ltd.:** Business development, business analysis, promotional campaigns, data interpretation, bringing in new assignments, direct marketing, B2B, customer relationship management, etc.  
**Achievements:** MOU signed with SAI (Sports Authority of India), Airtel Payments Bank, Quikr, collected data of about 300+ schools across various states for an event.
  
7. **City Marketing Head cum Admission Counsellor at CatalyseR Eduventures Pvt. Ltd.**, Indore a Coaching institute which is working into the field of preparations of IIT-JEE and other school level competitive examinations from 7<sup>th</sup> of Feb 2019 till date.  
**Job Responsibilities at CatalyseR:** Counselling, field marketing, CRM, lead generation, admission conversions, corporate tie-ups, telemarketing.  
**Achievements:** 100+ admission for both CatalyseR & IIT Gurukulam in Indore & Nashik campuses, made tie-ups with 30+ coaching institutes in 16 cities across Madhya Pradesh.

#### PERSONAL DETAILS

Name	:Prince Malvendra Singh Rathore
Date of Birth	:10-Feb-1993
Hobbies	: Browsing social networking websites & watching WWE in my leisure time.

**I, hereby declare that above information furnished is true and correct to the best of my knowledge and belief.**

**Date:**  
**Place: BHOPAL**

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**PRINCE M. S. RATHORE**