AMBICA

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**CAREER OBJECTIVE:**

To secure a challenging and outstanding position in an ever-growing organization by implementing innovation skills and thereby becoming a key player.

**Work Experience**

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| **Morgan International – Program Coordinator and Sales - Dubai May 2013 – till date** |

**PROGRAM COORDINATOR:**

* The main responsibilities are in **analyzing the needs** of the students and try **resolving them** to meet the student’s needs.
* Including instructors **work closely with Country Manager**, Sales team, RO team such as Faculty Head Department, Operations Department, Accounts department, Inventory team and other relevant educational personnel to ensure **compliance with educational standards**, student performance, and accountability.
* Prepare training materials, **headhunt training instructors** and fulfil training requirement for **public classes or In-house training**.
* **Assess and implement educational technology** in the classroom. Work with Material Provider, Country Manager, Head Office- Operations Department and instructor to create effective curriculums to enhance student learning and achievement.
* **Manage conferences, monitor instructor’s classrooms** and review new curriculums and materials with teachers in public class and in-house training.
* **Assess student performance** to determine instructional approaches to change or modify.
* **Complete student assessments** to identify what aspects of the educational experience need to be addressed to ensure student success.
* Keep track and count of **educational materials** order and inventory.
* Ensuring each **student received quality service** by providing a friendly environment, maintain outstanding standards.
* Under the supervision of the Country Manager and Faculty Head dept calculating instructors’ payroll on monthly basis.
* Assist students in acquiring memberships, and filling exams’ applications and evaluation process.
* Ensure passing rate enhancement and proper follow up on students’ homework, attendance.

**SALES AND MARKETING:**

* Promote **professional US certification** associated with Morgan International.
* Implement and follow-on public sales and corporate sales targets under the supervision of the Country Manager.
* Follow up on marketing leads, and on other leads generated.
* Meet with candidates, act as a career advisor and answer their questions. Register students, issue invoices, follow up on collections.
* Provide inputs to the regional marketing department to ensure quality leads’ generation and market share growth.
* Conduct ongoing competitive analysis with respect to the assigned products & collects testimonials from previous students for better marketing intelligence and customer service.
* Coordinate **training facilities** to the **corporate clients** and **public class**.
* **Product Presentation during info session or orientation session** when required to public and corporate clients.
* Manage accounts and **maintain existing** clients database.
* **Work closely with relevant departments** –colleagues, commercial, marketing & product supply to ensure efficient operation

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| **IIMTS (UAE)- Assistant Manager - Sales and Marketing- Sharjah August 2012- May 2013** |

**SALES AND MARKETING:**

* Promote courses (Distance mode & Online mode) of different US and Indian universities associated with IIMTS
* Assist in addressing all **student queries** related to the programs and co-ordination all admission related formalities.
* Involve in rigorous **outdoor and indoor marketing** and sales activities.
* Assisted Company in a marketing campaign and designs related.
* **Cold calling** visited student offices to sell or get registrations without considering any limits **travelling** across 7 Emirates.
* Participated in various **exhibitions**, generated leads sending bulk SMS, e-mailers, online advertisement etc.
* Conducted product training and sales pitch to new recruits.
* Prepare daily and monthly reports and presented to the management.

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| **WLCI Business College(INDIA) - Assistant Manager-Marketing and Sales June 2010 to June 2012** |

**SALES AND MARKETING:**

* Promote online Bachelor and Master Courses of WLC- England.
* Managed a team of marketing executives, tele-callers and counsellors.
* Responsible for two Marketing Executives in assisting them to achieve their targets through various marketing activities, education consultancies, Print media, Promotional activities, etc.
* Handled a team of three telemarketing executives by assigning them in callings, convert leads into walk-in and cracking of SMS.
* Support two Counsellors and monitor their performance in converting walk-in to enrollments and screening process of candidates.
* Provide product **training** and sales pitch to new recruits.
* Draw an overview of all aspects of a marketing plan and marketing budget of the preceding month.
* Guiding students about the benefits of the Bachelor or Master course of WLCI and motivate them about their future.
* Assist in preparing daily and monthly reports to present to the management team.

**OPERATIONAL MANAGEMENT:**

* Maintain administration and relevant reporting and planning systems.
* Look into outstanding collection and admission screening process.
* Plan and manage internal communications and awareness of corporate direction, mission, aims and activities

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| **FRANKFINN INSTITUTE OF AIR HOSTESS TRANING - Sr. Counselor - India Sep2007 to May2010** |

* Worked as a **Sr. Counsellor** at FrankFinn to promote Aviation and Hospitality courses.
* Conduct product presentations to the walk-ins.
* Counselled Walk-Ins and telephonic enquiries.
* Formed batches and launched classes.
* Coordinate with training coordinator towards training related activities.
* Look into the branch operations and took part in the marketing campaigns- indoor and outdoor
* Observe grooming standards of the student, listen to their general grievances, follow up outstanding.
* Handle monthly stock details and inventory related to stock.
* Prepare weekly and monthly reports of sales reported directly to the Branch Head.
* Coordinate with the Placement coordinator about placements of the students.

**Educational Qualifications**

* **PCM (Professional certified Marketer)** AMA- pursuing
* **Master in Social Work (Psychiatric and Medical social work)** from St. Francis College for Women, Hyderabad. (2005-2007).
* **B.A (Psychology)** from st. Francis Degree College, Hyderabad.(2002-2005)

**KEY STRENGTH**

* Have good communication skills, hold high positive spirit and willing to explore new challenges.
* Quick learner adapts to new systems and process.
* Self-motivated and confident, can motivate teammates to give their shot in low times and challenging situations.
* Willingness to work hard to achieve excellence.
* Time management and a strong drive for results.

**PERSONAL DETAILS:**

Date of birth : 26-03-1984

Nationality : Indian

Languages : English, Hindi and Telugu