

CURRICULUM VITAE

AJAY SINGH

Village Garhi Guldhar,
Meerut Road, Near RKGIT College
Ghaziabad.

MOB.NO:- 9555274285 E-mail ID: ajaysingh266@gmail.com

CAREER OBJECTIVE

An enterprising, enthusiastic and energetic aspiring organization head, who is determined to achieve his goal in organization, i would like to work in professionally managed growth oriented organization to build career in growing organization, where i can get the opportunity to prove an abilities by accepting challenges fulfilling the organizational goal and climb the career ladder through continuous learning and commitment.

ACADEMIC QUALIFICATION

M.B.A FROM AKTU UNIVERSITY
B.TECH FROM AKTU UNIVERSITY
12 TH PASSED FROM C.B.S.E BOARD
10TH PASSED FROM C.B.S.E BOARD

WORK AND EXPERIENCE

TOTAL 9 YEARS EXPERIENCE IN RKG(RAJ KUMAR GOEL) GROUP OF INSTITUTIONS

RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY (JANUARY 2012 TO TILL NOW)

- ADMINISTRATION
- PR(PUBLIC RELATION)
- ATL-BTL activities
- All promotional and Marketing activities

BANSAL CLASSES PVT LTD, GHAZIABAD STUDY CENTRE (DEC 2018 TO TILL NOW)

(A UNIT OF RKG GROUP OF INSTITUTIONS)

- BRANCH HEAD

ROLE AND RESPONSIBILITY

- HANDLING DAY TO DAY CENTRE ACTIVITIES.
- PLANNING FOR COUNSELLING AND MARKETING TEAM.
- TAKING SEMINARS IN SCHOOLS.
- ENQUIRY GENERATION TECHNIQUE.
- MANAGE TEAM OF TEACHERS AND ADMINISTRATIVE STAFF AS AN INDEPENDENT CENTRE MANAGER.
- EXECUTE OUT-CENTER ACTIVITIES AND PROGRAMS SUCH AS REFERRAL ACTIVITY AND WORKSHOP.
- EXECUTE OUT-CENTER ACTIVITY IN MARKETPLACES, SCHOOL, RESIDENTIAL AREAS ETC.
- IMPROVE STUDENT SATISFACTION LEVEL.
- REGULAR STUDENT AND PARENT COMMUNICATION FOR ACADEMIC PROGRESS OF CHILD INCLUDING PTM.
- ESCALATION AND RESOLUTION OF ACADEMIC PROBLEMS.
- ASSESSMENT OF TEACHERS AND STUDENTS AFTER TEST/EXAMINATION.
- TAKE CARE OF BOTH ADMINISTRATION AND BUSINESS DEVELOPMENT OF THE CENTRE.
- VISITING SCHOOLS FOR BUSINESS DEVELOPMENT / REPO BUILDING WITH THE PRINCIPAL.
- MANAGEMENT FOR ADVERTISEMENTS /PUBLICITY /HOARDINGS /BANNERS.
- INTERACTION WITH STUDENTS AND PARENTS ON ROUTINE BASIS FOR DOUBT CLEARING AND PROGRESS FEEDBACK.

- CONDUCT PARENT TEACHER MEETINGS.
- SUPERVISING AND MOTIVATING STAFF, ENSURING THAT WORKLOAD SHARE APPROPRIATE AND QUALITY OF WORK IS ACCEPTABLE.
- OFFICE REPORT MAKING (MIS), TARGET ANALYSIS.
- CLARIFYING OF DOUBTS OF STUDENTS AND PARENTS WHEN REQUIRED.
- LIAISON WITH HEAD OFFICE IN KOTA FOR UPCOMING PROGRAMS, ADMISSION TESTS, SCHEMES AND OTHER OFFERS.
- MONITOR CLASS SCHEDULES TO ENSURE SMOOTH RUNNING OF CLASSES.
- HANDLING ASSIGNED ADMINISTRATIVE RESPONSIBILITIES.
- HANDLING THE CENTRE ADMINISTRATION AND UPKEEPING OF THE CENTRE'S INFRASTRUCTURE.

SPECIALISE IN SEMINAR AND ONE-TO-ONE COUNSELLING

- CAREER GUIDANCE SEMINAR ON IIT-JEE, NEET.
- MOTIVATIONAL SEMINAR
- GOAL SETTING & GOAL ACHIEVING.
- TIME MANAGEMENT

MARKETING

- FOLLOW UP WITH TEAM TO ENSURE WALKIN
- GATHER INFORMATION ABOUT COMPETITORS AND OPPORTUNITIES.
- ATL ACTIVITY MANAGEMENT
- BTL ACTIVITY MANAGEMENT
- DIGITAL MARKETING MANAGEMENT
- CONDUCT SCHOOL ACTIVITIES AND SCHOOL RELATIONSHIPS, CAMPUS INITIATIVES AND TEAM MANAGEMENT.

BRAND DEVELOPMENT

- PROMOTION AND MANAGEMENT
- SCHOOL PROGRAMS ETC.

ACADEMIC HANDLING QUALITY

- EASILY MAKE STUDY SCHEDULE FOR 6 MONTHS/12 MONTHS WITH SYLLABUS PLAN FOR IIT-JEE/ MEDICAL.
- PLANNING FOR ACADEMIC TEST CONDUCTION AND DISTRIBUTION FOR CHAPTER-WISE /GROUP TEST/AITS.
- ASSESSMENT OF RESULT
- ASSESSMENT OF FACULTY
- TAKING FEEDBACK OF FACULTY
- PLANNING FOR DAILY PRACTISE PAPER SOLVING SESSION AND DOUBT SOLVING SESSION.

PR (PUBLIC RELATION)

- Develop PR campaigns and media relations strategies
- Collaborate with internal teams (e.g. marketing) and maintain open communication with senior management
- Developing good working relationships with the media
- Representing the organization at events such as press launches, news conferences, exhibitions, open days and sponsorship
- Monitoring the public and media's opinion of organization.
- Monitor the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites and blogs, for opportunities for organization.
- Manage and update information and engage with users on social media sites such as Twitter and Facebook.

- Liaising with clients, managerial and journalistic staff about budgets, timescales and objectives.

I hereby certify that the above written particulars are true and correct to the best of my knowledge and belief.

DATE:
PLACE:

SIGNATURE