

AJAY RANA

Experience: - 9 Years

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OBJECTIVE

To be in a growth-oriented company, where I can give best out of me and secure a challenging position to develop myself as a successful professional while learning and delivering quality.

PROFESSIONAL STRENGTH

- Keen desire to stay up to date with marketing trends and explore their potential.
- Strive to do things in a better way to plan and maximize the efficiency of the resources.

PROFESSIONAL EXPERIENCE:

IBS PVT LTD

Marketing Manager

Chandigarh

Since 2014

- Handling our franchise clients, resolve their queries, and provide the best solutions for growth.`
- Develop coordination and increase efficiency between marketing and sales.
- Development of apps and websites as per organizational requirements with the help of developers.
- Understanding and management of CMS and CRM with multi-login functionality
- Central point of IT support to nationwide branches by providing solution to their needs.
- Organizing marketing campaigns and seminars in colleges for product awareness
- Develop new ideas to enhance the product and compare it with competitive environment.
- Creating video and display campaigns for brand awareness.
- Analyzing marketing trends, identifying marketing opportunities to create marketing campaigns in offline and online environments.
- Creating and designing the study material with respect to market requirements.
- Vendor management and negotiations for all marketing material
- Managing print media, publishing, printing and distribution of all marketing and study material within branches and franchises.

Banker's Zone

Center Head

New Delhi

2013 to 2014

- Responsible for setting up new company branch in Laxmi Nagar.
- Creating branch visibility through print media, banners and signage.
- Negotiation marketing opportunity with various offline marketing agencies, including newspapers, magazines and billboards
- Efficiently managed teaching staff between the new branch and franchise office
- Successfully established and handed over the branch with average annual student enrolment growth of 20%
- Developed new printing house relations for the mother company in Delhi with better offering and distribution strategy.
- Started development of first company website and online marketing visibility

**Nimbus Education
Marketing Executive**

**Chandigarh
2011 to 2013**

- Implementation of marketing campaigns over the city.
- Developing the method of managing and distribution channels for marketing material and study material with local vendor.
- Managing the college seminars with senior team.
- On-Site student interaction as guidance counselor.

EDUCATIONAL QUALIFICATIONS

- Masters of Business Administration in Marketing from Gyan Jyoti college of Management 2011
- Bachelor of Science from DAV college, Chandigarh in 2008

COMPUTER KNOWLEDGE

- Good command in MS Excel & PowerPoint presentations.
- CMS and CRM management

Father's Name : Shri Sarup Singh Rana
Date of Birth : 18th February 1986
Gender : Male
Nationality : Indian
Languages known : English, Hindi & Punjabi

Date:28-05-2020
Place: Chandigarh

(AJAY RANA)