



Sachin Parashar

An experienced and well-rounded marketing professional with a proven background in branding, customer acquisition and relationship management for the education industry. Currently, I am seeking an organization that gives me great learning opportunities, challenging roles, rational career progression, and allows me to expand my skills so that I can contribute to the organization.

Work Experience

Admissions Officer—(Sep 2021- till now)
Aakash-Byju's, Lucknow

- Generating database from educational institutes and other social media platforms.
- Meetings with key stake holders in terms of business generation.
- Performing live seminars across all educational platforms.
- Implementation of marketing strategies for business growth within the assigned region.
- Looking after the closure of lead.

Business Development Executive —Mar 2020 to Aug 2021
Toppr Technologies, Pune

- Lead generation from various ATL and BTL activities.
- Scheduling various workshops, seminars and engagement programs for employee development in corporate space.
- Worked under the Toppr's flagship program- Toppr Ask and Trial Activation project.

Marketing Executive —Sep 2017 to Dec 2019
Aakash Institute, Lucknow

- Looked after entire sales cycle starting from lead generation to its closure.
- Maintaining healthy relations with key account holders.
- Identifying the right marketing mix aligning with the business development.
- Ensuring a successful collaboration.
- Effectively handling B2B and B2C in the business domain.

Education

- **Master of Commerce: -2020**
Swami Vivekanand Subharti University, Meerut
- **Bachelor of Commerce: - 2017**
Dr. Shakuntala Mishra National University, Lucknow
- **Intermediate (PCM+Computers): - 2014**
Dr. Virendra Swarup Education Centre, Kanpur
- **High School (Science+Maths+Computers): -2012**
Dr. Virendra Swarup Education centre, Kanpur

Personal Details:

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Certifications

- CCC (Course on Computer Concepts)
- O-Level by NIELIT
- Google Certified-Fundamentals Of Digital Marketing

Professional Skills

- Business Development
- Leadership
- Strategic Planning
- Market Research
- Customer Relationship Management