

AMAN KANSAL

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Summary

Marketing Manager with over 3 years of experience in Sales, Business Analysis, and Strategic Planning. Successfully achieved 150% of sales targets, resulting in a 20% increase in overall sales. Developed and executed marketing strategies that improved brand awareness and client acquisition. Looking to leverage this experience to define and execute robust marketing activities to generate leads and promote offerings.

Skills

Advance Excel, Smartsheet, Google Analytics, Power BI, Tableau, PowerPoint, MS Office, Google Sheets, Google Forms, Google Docs, Sales Techniques, Marketing experience

Work Experience

MASTER'S UNION

Haryāna, India

Sales Specialist

Jul 2024 - Present

- Achieved 150% of the sales target during training, resulting in a 20% increase in overall sales and receiving commendation from the Sales Director.
- Managed a team of associates to analyze 100+ customer profiles, leading to a 25% increase in conversions through targeted solutions, and developed new sales strategies that reduced the sales cycle by 30%, using Excel and Smartsheet.
- Led strategic planning efforts, increasing lead generation by 40% and generating an additional INR 10 Lakhs in monthly sales revenue by advising student-parents and handling objections.
- Conducted 150+ product demos daily with a 75% success rate, overseeing a team that provided 200+ counseling sessions, achieving a 95% customer satisfaction rate, and contributing to a 15% departmental growth.

UNLOCK IVY

Marketing Manager

Sep 2023 - Jul 2024

- Developed and executed comprehensive marketing strategies to increase brand awareness and attract prospective students interested in studying abroad, utilizing tools such as Google Analytics and Smartsheet for data analysis and reporting.
- Defined and executed marketing and communication activities according to the marketing plan, increasing opportunities for lead generation and client acquisition.
- Conducted in-depth market research to identify target demographics, market trends, and competitive landscape.
- Established strategic partnerships with educational institutions, travel agencies, and other relevant organizations to expand the firm's reach and drive client acquisition.
- Collaborated with other teams to promote offerings, aligning with cross-functional teams including admissions, counseling, and finance to ensure synergy in achieving the firm's goals.

THINK AND LEARN PVT. LTD. (BYJUS)

Bengaluru, India

Business Analyst – Strategy & Planning

Apr 2022 - Sep 2023

- Identified and addressed lead conversion and allocation across sales channels, boosting Aakash sales by 35% , using Google Analytics
- Overhauled the Annual Operating Plan and incentive structure for Aakash Sales.
- Reduced cost per lead by 36% through compliance measures and lead allocation optimization.
- Enhanced Aakash app ratings from 3.90 to 4.30 by analyzing and acting on customer feedback, using Google Analytics.
- Improved attendance KPI for 0% students by 22% with batch-wide initiatives.
- Implemented cost-saving measures, resulting in monthly savings of 60L across sales channels, using Smartsheet and Tableau.
- Streamlined integration of student databases, scheduling, and FTEs, saving approximately INR 5 Cr. annually, using Power BI.
- Managed marketing campaigns for pre-board mock tests, contributing to revenue growth of INR 6-8 Cr.

Team Lead – Business Development Marketing

Mar 2022 - Apr 2022

- Achieved top ARPU nationwide, earning recognition as best manager in two months, with highest HR and center ratings
- Increased lead generation by 40% through coordinated efforts with area business head and marketing team, introducing free demo classes and targeted brochure distribution

Team Lead – Business Development

Nov 2020 - Feb 2022

- Achieved top ARPU nationwide, earning recognition as best manager in two months, with highest HR and center ratings
- Increased lead generation by 40% through coordinated efforts with area business head and marketing team, introducing free demo classes and targeted brochure distribution

THE PARK HOTEL

New Delhi, India

Industrial Trainee

Jun 2018 - Oct 2018

- Assigned to diverse hotel departments (Sales, Marketing, HR, etc.) to understand theoretical curriculum and gain industry experience
- Recognized with appreciation letters from Front Office and Banquet Manager

Education

Institute of Hotel Management

Goa, India

Bachelor of Science in Hospitality & Hotel Administration

Jun 2017 - Apr 2020

Projects

UMEED A Drop of Hope (NGO)

- Dedicated to backing social causes such as food distribution & Covid relief supplies

Aakash Digital: Enhancing Efficiency and Sales Performance

- Revamped lead conversion and allocation processes, boosting ARPU by 35%
- Adjusted AOP and incentives for better efficiency
- Slashed lead costs by 36% and lifted app ratings from 3.90 to 4.30
- Improved student attendance KPI by 22% and saved 60L monthly
- Integrated databases for 5Cr annual savings and led campaigns for 6-8Cr revenue growth