

SHIJIN K RAJAN

shjinkrajan@gmail.com Mobile # 0091 8904282401

A Management Graduate with passion and dedication to the sphere of work assigned. Experience of more than 7 years in the areas of Education. Core domains are Marketing and Finance. Undertaken the tasks of team leading, managing, strategizing, product designing, customer feedback, relationship marketing, sales co-ordination and presentation.

Professional Experience

Organization Name : **UNIVERSAL BUSINESS SCHOOL (International B'School)**
Place : Bangalore, India
Job Title : Senior Manager Marketing (South India Region)
Period of Work : 02nd November 2015 to present

Nature of Work :

- Brand Building through college presentations and other events like university fairs.
- Reaching out to target segment and convincing them in order to get maximum applications and conversions
- Assisting the admissions team from application stage to the offer letter acceptance

Organization Name : **ICFAI BUSINESS SCHOOL (IBS)**
Place : Bangalore, India
Job Title : Assistant Manager
Period of Work : 05th September 2014 to 30th July 2015.
Nature of Work :

- Assisting Branch Manager in the Marketing & Admin operations of the branch.
- To conduct presentations on MBA program and on other Career areas like Govt.
- One to One Student Counseling
- Conducting Marketing Events like Training and Placement officers meet, Faculty Development Program.

Organization Name : **Centre for Educational Research and Developmental Studies-
CERDS**
(Montessori Teachers Training Institute)

Place : Bangalore, India

Job Title : Manager-Admin and Sales

Period of Work : 05th July to 31st March 2014.

Nature of Work : - Managing the organization in the areas of administration and sales entirely.
- Establish and develop plans for business projections.
- Execute strategies to achieve budgeted income
- To take care of the admin process from enrollment to course completion
- Setting up business avenues for target achievement.

Organization Name : **The Scholars Hub**

Place : Bangalore, India

Job Title : Centre Manager

Period of Work : 01st June 2011 to 30th April 2012.

Nature of work : -Conducting Marketing Research
-Strategies for Business Development and Implementation
-Maintaining the ambience of the centre to ensure high standard and
Discipline of the centre
-Public Relations
-To ensure smooth administration functions

Organization Name : **Med Vista Health Care Solutions Private Limited**

Place : Cochin/Kannur – Kerala

Job Title : Senior Marketing Executive

Period of Work : 03rd September 2008 to 27th May 2011

Nature of work : -Participated in the product designing with the Management
-Designed activities to market the same
-Achieved more than 100% target in 3 months
-To ensure co-ordination among the project team members

Organization Name : **ICFAI Campus Programs Admission Department**

Place : Cochin, Kerala

Job Title : Executive – Development

Period of Work : 13th September 2007 to 30th August 2008

Nature of Work : -To create awareness among the prospects of full time courses such as
MBA, B-Tech, PhD
-Administered examination conducted by ICFAI University
-Conducted presentation for schools and colleges

Achievements, Awards and Recognitions:

- Awarded as “ *The Most Active*” student during the MBA course.
- Scripted, narrated and directed a **documentary** on “Kudumbasree”.
- Represented the ICFAI National College at various management needs and won prizes in the events like Brand War, Communication Games etc.
- Submitted a feasibility study report on the **Kannur International Airport Limited** to North Malabar Chamber of Commerce for onward submission to the Govt. of Kerala.
- Member of International FSA Kenshinkan Karate Organization. (approved by Ministry of Youth Affairs – Govt. of India.)
- Awarded as **The Best Cadet** of National Cadet Corps (NCC) and received ”A” Certificate
- Awarded as **one among the top 5 Marketing Executives** in ICICI Bank in Kerala region.

Qualification :

Post Graduation	Master of Business Administration – MBA Specialized in Marketing and Finance	2007	ICFAI University
Graduation	Bachelor in Business Administration	2005	Calicut University
12th Grade	CBSE	2002	Kendriya Vidyalaya
10th Grade	CBSE	2000	Kendriya Vidyalaya

Additional Qualification :

Diploma in Computerized Financial Management - 2006

Personal Details :

Date of Birth : 20-07-1985
Nationality : Indian
Languages known : English, Hindi and Malayalam
Passport Details : Passport No: G 9870611 type - P

SHIJIN K RAJAN