



Deepak Singh

Email Id: deepak.bhadauriya@gmail.com

Mobile: 9015649451

PERSONAL BIO

I am an Asst Professor & Social Media Coordinator with over 7 years of experience working in the Education industry. My work focuses on Observation Technique, Diary Record Method, Interview Technique, Report Making, Social Media Marketing, Sales & Marketing etc

WORK EXPERIENCE

Asst Professor & Social Media Coordinator

UNITED GROUP OF INSTITUTES, GR. NOIDA- DEC 2021 TO PRESENT

- To Take Lecture on Expertise Subject: **Business Mathematics, Business Statistics**
- To Maintain the Discipline in the class
- Manage all communication between customers and departments and participate in various training and conferences.
- Participate in assigned committees and development activities and administer all special projects.
- To work as Coordinator in the Event Management / Placement activities of the Organization such as Webinar, Workshop, Seminar, Cultural Event etc.
- To work as Media Coordinator

Marketing Manager- Rama Medical College

May 2021 To November 2021

- Branding & Promotional activities of Rama Medical College, Hospital & Research Center.
- Marketing & Tie Ups with Corporate, RWA's, Govt PHC/CHC Hospitals, Hotels, PSU's and MNC's, Corporate.
- To Establish Top 10 Position as Brand Name in the Market of Medical College, Hospital & Research Center
- Preparing Techno-Commercial offer as per Client requirement (New Packages, discount on health check-ups) with coordination of upper management.
- Strategies for promotional activities, Brand Awareness, Advertisement (Brochures, Banners, Hoardings, canopy and conferences), Brand Management.
- Conduct camps identifying new areas & collect feedback from the patients.
- Responsible to co-ordinate with Doctors- Front Office-Administration, CRM with existing clients.
- Maintaining Relations with Outside News Agency / Channels, Advertising Agency, Corporate Communication.
- Write Media bites Contents & Sending News Material to respective media channels/ Newspaper.
- To handle Public Relations duties with Corporate Communication, Write News / Email Drafting.
- Creating Social Media Graphic Content through Canva, Using Buffer / Hootsuite for social media Promotion.

SPECIALIZATIONS

- Using Different Tools & Techniques in Counselling Area
- Hindi Content Writing & Press Release Drafting
- Data Mining & Tracking and Report Making
- Data Mapping & Build up new Marketing & Business Channels
- User Experience Research
- Designed Google Forms, QR Code, Logo, Banner, Poster etc.
- To Organize Webinar & Quiz Competition for Leads Generation
- To develop Branding Campaign on Social Media about Organizational's Products and Services
- Usage of Tools- Canva, Buffer etc.
- Teaching Subject: **Business Mathematics, Business Statistics, Operations Research, Research Methodology** etc.

Asst Professor & Social Media Coordinator

GNIoT GROUP OF INSTITUTIONS, GREATER NOIDA
AUG 2017 TO JUNE 2020

- To Take Lecture on Expertise Subject: Business Mathematics, Business Statistics
- To Maintain the Discipline in the class
- To analysis of data, trends and current practice as require.
- Manage all communication between customers and departments and participate in various training and conferences.
- Participate in assigned committees and development activities and administer all special projects.
- To Establish the Network of Different Members of the Chain Process in reference of Admission Process.
- To work as Coordinator in the Event Management / Placement activities of the Organization such as Webinar, Workshop, Seminar, Cultural Event etc.
- To handle Social Media Account such as LinkedIn, Facebook, Twitter, Instagram, Pinterest etc.
- Using Tools of HootSuite, Postcron, Buffer, Canva, Niche Blogging on occasion /Festivals etc.
- Reviewing Content and publishing video bites at Social Media Platform
- Writing /Editing video headlines for Displaying Post at social Media
- Verifying all the facts in a particular story before publishing & Checking for the authenticity and accuracy of the news post
- Ensuring importance of the news videos and making sure it is appropriate for Social Media Pages

Asst Professor & Marketing Manager

SHRI DRONACHARYA PG COLLEGE, GREATER NOIDA
AUG 2013 TO AUG 2017"

- Designed numerous marketing campaigns
- Took part in the company's re-branding
- Managed junior Counsellors and Asst Manager on projects
- updating databases and using a customer relationship management (CRM) system
- organizing events and product exhibitions, promotional activities
- Budget planning, ATL, BTL Activities, participate in events and exhibitions.
- To Collect Qualitative and Quantitative data for Marketing Campaign
- Educate clients with the trends of the market and the benefits of associating with Institutional Products / Services
- Responsible for acquiring business .

EDUCATION BACKGROUND

Gautam Buddha Technical University, Lucknow

MBA IN MARKETING & HRM , 59.6%

- Wrote blogs on Advertising for New Things Awareness
- Art Director, Ad Mad Show-OJI Mobile
- **UGC NET JUNE-2012**

Dr.B.R.Ambedkar University, Agra

. M.SC. PHYSICS, 2009 , 65%

. B .SC. MATHEMATICS, 2005 , 55%

- Efficiency in Statistics & Analytics
- Wrote Jingles, Poems, catching line to generate traffic on my Platform
- Art Director of Skid, Play Program etc.

SEMINARS ATTENDED

- Short-Term Courses/Workshops: 02
- Seminars: 03
- International Conferences: 01
- National Conferences: 02

REFERENCES

Mr. Pawan Singh
Account Manager
Fujitsu Inc.
Contact no. 8707888213

- Ms. Shweta Singh
Operations Manager
GC Web Ventures Pvt Ltd (Indialends)
Contact No: 7290924653

KEY SKILLS

- Good teamwork skills
- Communication skills and networking ability
- Self Motivation and Adaptability
- Good organisation and planning skills
- Creativity and writing skills
- Commercial awareness & IT skills
- Research & Analytical Skills
- Lead Generation & Efficiency.
- Understanding trends.
- Time management.
- Project management.
- Flexibility.
- Social Media Management
- Public Relations Management
- Teaching & Training Skills


INTEREST AND HOBBIES

- Reading
- Traveling
- Appreciating Music
- Thinking Strategies
- Easily Trustworthy
- Net Surfing

PERSONAL DETAILS

- Father Name : Late. Niraj Singh Bhadauria
- Date of Birth : 24 Oct, 1986
- City : Mainpuri, (U.P.) 205001
- Gender : Male
- Marital status : Married
- Nationality : Indian
- Languages : English, Hindi

CONTACT INFORMATION

 C-203, Newtech La Galaxia,
Surajpur Site C, Greater Noida,
G B Nagar, U.P. India

 <https://www.linkedin.com/in/deepak-singh-41328824/>