



Kartiky Shrotiya

 Road No. 7, Krishna Nagar,
Izzat Nagar, Bareilly, Uttar
Pradesh-243122.

 +91-7303947686

 shrotiya.04@gmail.com

Enthusiastic person aiming to leverage acquired academic knowledge and proven communication, problem solving, management and leadership skills to successfully fill the role in the organization. Frequently praised as hard working and passionate by my peers.

EDUCATION

B.Tech | NIET, Greater Noida, UP

2015-2019

Percentage- 72%

HIGHER SECONDARY | Bishop Conrad School, Bareilly, UP

2013-2014

Percentage- 89%

- Represented India in Athletics in Junior category.
- Played at State Level in Football, Basketball & Volleyball

SECONDARY | Bishop Conrad School, Bareilly, UP

2011-2012

CGPA- 9.4

- Played at State Level in Football, Basketball & Volleyball

INTERNSHIP/TRAINING

INTERN | COMMUNICATION & TRANSMISSION | BSNL

Aug'2018 - Jan'2019

- Strong skills in communications and signal processing concepts such as OFDM, CDMA, GMSK, Q-QPSK, FSK.
- Programming and developing new products. Testing new products.
- Generic modulation/demodulation schemes, synchronization techniques, channel coding and equalization.
- Fundamentals of digital and analog circuits, design methodologies, design flow, hardware description languages, etc.
- Understanding of memory regions, knowledge of different peripherals, a good understanding of microcontrollers, etc.
- Analog design: Intricate knowledge of circuit design, regulators, concept of amplifiers, oscillators, etc.
- Digital design: strong knowledge of signal processing, C, C++, digital circuit concepts, VHDL, SystemC.
- Control design: MATLAB, Simulink, C, C++
- IC design: Knowledge of Xilinx, Altera, Cadence, ADS.
- Embedded Programming: Microcontrollers programming.
- Lead Hardware Engineer, managed development of VHDL Virtual Prototype of commercial DSP card with 161860 processors.
- Managed hardware system design and integration in various F-16 platforms, providing timely status to management and quick interface to manufacturing.



WORK EXPERIENCE

BUSINESS DEVELOPMENT TRAINEE | THINK & LEARN PVT. LTD.

Feb'2020 - June'2020

- Cold called leads and made customers understand about the product.
- Maintained strong follow-ups and feedback calls.
- Identified and developed strategic relationship with customer.
- We were working over tight deadlines to book the sessions from these calls to be catered for counselling by our Business Associates.

BUSINESS DEVELOPMENT ASSOCIATE | THINK & LEARN PVT. LTD.

June'2020 - Mar'2021

- Cold called leads and made customers understand about the product.
- Maintained strong follow-ups and feedback calls.
- Identified and developed strategic relationship with customer.
- Counselling students and parents on learning pedagogies and the BYJU'S personalized learning journey in both virtual and physical mode.
- Drove continuous and on the spot sales to achieve targeted revenue.
- Proved successful working within tight deadlines and fast-paced atmosphere.

SENIOR BUSINESS DEVELOPMENT ASSOCIATE | THINK & LEARN PVT. LTD.

Mar'2021 – June'2021

- Cold called leads and made customers understand about the product.
- Maintained strong follow-ups and feedback calls.
- Identified and developed strategic relationship with customer.
- Counselling students and parents on learning pedagogies and the BYJU'S personalized learning journey in both virtual and physical mode.
- Drove continuous and on the spot sales to achieve targeted revenue.
- Proved successful working within tight deadlines and fast-paced atmosphere.
- As a Senior member of the team 4 junior BDA's were aligned to me & I worked for them as a TL in revenue part & getting the business cycle completed.

BUSINESS DEVELOPMENT TRAINING MANAGER | THINK & LEARN PVT. LTD.

June'2021 – Oct'2021

- Giving the new joined BDA's training about the portals & the sales methodologies here in Byju's.
- Co-Conducting the counselling sessions with them to understand their capabilities & to guide them at every point of obstruction they faced during the sessions.
- Plan to ensure that the weekly and monthly targets are met for each & every BDT of the team.
- Conduct reviews for the team members- performance and take corrective actions, conducting training sessions on timely basis to ensure maximum productivity.
- Identifying new sales leads, pitching products and/or services potential trainees.

- Training personnel and helping team members develop their skills.

MARKETING MANAGER | THINK & LEARN PVT. LTD.

Nov'2021 – Present

- Developed lead generation campaign/program strategy, objectives, goals, metrics, and define best practices, standards and processes to drive successful customer acquisition and current customer upsell opportunities.
- Create annual and quarterly marketing plans for lead flow. Communicate and educate the sales team on plans and outcomes for better target allotment.
- Planning, budgeting, forecasting the lead requirements in adherence with Centre and team requirement.
- Track lead flow to ensure the appropriate sales channels are following up on marketing leads in a timely manner.
- Maintaining various key performance matrixes - CPA, CPL, Revenue, and ROI.
- To drive effective BTL marketing campaigns: School Engagement, Seminar/Webinar.
- Kiosk placement in societies/Mall/Metro, OOH, Local print/Media, D2D.
- Work closely with the Centre Managers & AVPs to establish a robust inbound lead generation engine that runs on a well-planned approach.
- Plan carefully customer-oriented campaigns for the entire year while targeting the revenue goals for the respective BTCs.
- Responsible for cracking local assets along with national assets for lead generation.
- Responsible for recruitment, training, managing and leading agencies, interns and on ground team members to ensure seamless delivery of leads.
- Work closely with field marketers, based locally in the regions, to help execute your campaign plans.
- Coordinating with various internal and external stakeholders including Area Business Head, Academics team & Sales team for better customer experience.
- Report weekly progress in easy-to-read, executive style dashboards, along with plans to fix gaps between actual and targeted leads value.
- Continuously develop new strategies to increase touch-points within a customer's journey in order to optimize conversion rates.
- Good understanding of BTL activities and experience in running lead generation using modern marketing tools and approaches.
- Good knowledge in marketing automation, running multi-channel campaign flows, content marketing, account-based marketing, media monitoring, etc.
- Strong problem solving and organizational skills with a dedication to completing projects in a timely manner.

ACHIEVEMENTS

- Scored Highest Revenue in BDT Program in the month of May'2020 of 18 Lacs.
- Scored Highest Revenue in a month as BDA at National Level in the month of Sep'2020 of 32 Lacs.
- 92% of my trained BDT's were confirmed as BDA with revenue of 8 Lacs.
- 3 times National Champion in terms of Quality Lead (90%) & Quality Walk-in's (82%)
- National Winner in BNSPT 4-week contest with average unique walk-in's (2600) & my team members also scored top 4 positions at National Level.
- Scored 1st position in National level in GURUKOOL Learning Program organized by BYJU's.

SKILLS

- MS OFFICE
- People Management
- Relationship Building
- Decision Making
- Problem solving
- Business Development
- Pressure Handling

HOBBIES

- Football & Basketball

PERSONAL DETAILS

- Father's Name: Sanjay Shroti
- Marital Status: Married
- Date Of Birth: 4th June'1996
- City: Bareilly
- State: Uttar Pradesh
- Nationality: Indian
- Languages: English & Hindi (Fluent)

DECLARATION

I, hereby declare that the above information provided are correct & to the best of my knowledge & belief.

PLACE:

DATE:

(Kartiky Shrotiya)