



Sushil Sharma

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DOB: 29/03/1980

OBJECTIVE:

Seeking a Senior position with an organization where demonstrated skills in marketing, administration, and Brand promotion can be used to increase profitability and promote growth.

PROFESSIONAL SUMMARY:

- Proven marketing, sales and leadership experience.
- Expertise cultivating and securing strategic business relationships.
- Proven ability to increase sales and market share.
- Awarded top awards for key achievements.
- Offer exceptional communication and customer management skills.
- Skilled in resolving customer and project issues.
- Broad experience creating and implementing sales and marketing plans.
- Specialised experience in generating profits from a sick unit also
- Expertise in generating funds from various Banks and other entities for expansion of running projects or upcoming projects also.

WORK EXPERIENCE:

Total Education Industry marketing experience - 9 Years

Organization: <u>ICL Hi-tech Education Society (ICL Group of Colleges)</u>	
Designation:	Director Marketing and Funding
Responsibilities:	<p>I am responsible to develop marketing strategies for admission of students in engineering, management, architecture and hotel management institutions.</p> <p>Formulate direct marketing and annual marketing plans.</p> <p>Develop marketing channels on pan India level</p> <p>Formulation and Execution of Business Development and Media Plan</p> <p>Taking Quaterly Reviews of the teams of Marketing .</p>

S. Sharma

Organising various events at college Premises for Brand Promotion like National Conclaves, Freshers Paradise, Manthan - The job Fair, Jalsaa.

Previous organization:

Organization: Global Talent Track

Duration: From August 2006-Dec 2010

Designation: Vice President Marketing (North)

Responsibilities: I was responsible for marketing & brand building activities in and around the periphery areas and development of strategies for achievements of targets by the teams.
Market strategy analysis, market information, planning & implementation of marketing campaigns, team handling, seminars/presentations, meeting targets, revenue generation, Taking Reviews, Organising various seminars through Web Ex Sessions from Industrial experts, organization of Events.

Other Organizations:

1. Global Concepts - Worked as director in family owned business for almost 3 years.

QUALIFICATION:

Degree/Diploma	Stream	College/University	Year
MBA	Finance and Marketing	IIM - Ahmedabad	2004
B. com A	Finance	Punjab University	2001

PROFESSIONAL TRAININGS ATTENDED:

1. Orientation Programmes by GTT at Head office in Pune.
2. Seminars on Finance specialisations organised at IIM at frequent levels.

Shame