

# NIKITHA M

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**Dynamic & results-oriented, Sales and Operations professional with over 9+ years of experience in the fields of sales, marketing, and business development, with excellent revenue and profit growth record, seeking Senior Management level assignment as...**

## BRANCH HEAD/CENTER HEAD/BUSINESS DEVELOPMENT MANAGER

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- ✓ Possess 9+ years of overall experience in sales, marketing, and business development, predominantly in offline learning and providing
- ✓ learning programs and processes with highly reputed establishments in India.
- ✓ Innovative and creative to foster ideas that impel the organization towards a result-oriented direction; Impeccable client management and leadership skills with impressive professional-speaking abilities.
- ✓ In pursuit of a challenging senior managerial role with a fast-track top organization, to utilize the acquired skill and competencies gained over the years.

### Area Of Expertise:

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Sales & Operations	Business Strategy & Planning	Vendor Management	Lead Generation & Management
Business Development	Revenue Generation	Branch Management	Marketing (ATL/BTL)

### Notable Accomplishments Across the Career:

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- ✓ Joined as **Senior Executive & Promoted as Center Manager in Career Launcher** within 6 months for Dedication in the Company's Growth (200%).
- ✓ **Joined ABM & promoted as Deputy Branch Head** within 4 months for new strategies & Initiatives in Marketing & Sales at Akash Institute India.
- ✓ Currently working in **IT-Vedant Education Bangalore as Branch Head**, Proven records during the Probation Period, **Baby Branch to 200+ Admissions in its first year.**
- ✓ **Won Ace of Initiative award for the year @ IT-Vedant Education**

### Professional Experience:

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#### IT-Vedant Education Pvt Ltd- May 2022 to Present

- Generated 3cr in its First Year with 2 Sales Team.
- Leading a learning center with Sales Team, Operations Team & Training Team.
- Responsible to End-to-End Student cycle (200+ IT Aspirants in 1<sup>st</sup> year)
- Leading and motivating the Inside Sales team to improve customer service & Sales
- Designing and implementing strategic plans to reach sales targets.
- Developing and promoting weekly, monthly, and quarterly sales objectives
- Leads Management with CRM (Pulse).
- Establishing a sales training program to train new employees.
- Monitoring Individual Sales performance and timely basis review.
- Business meetings with prospective clients for corporate tie-ups (For Business & Placements).
- Provide trustworthy feedback and after-sales support.
- Ensure all Operations are carried on in an appropriate, Cost -Effective way
- Responsible for Student Placements & Customer satisfaction.

#### AAKASH Institute - Deputy Branch Head- Sales, Bangalore (Nov 21 -May 22)

- Leading team to ensure the best performance and monitoring them to achieve Assign branch Target.
- Identify current and prospective sales opportunities and develop forecasts, financial objectives, and Business plans for the branch.
- Taken care of the responsibility for the orientation of all new employees & evaluation of their Performance.
- Making Marketing Plans for Branches, ATL & BTL promotional activities for the branch & ROI for the same.
- Assist management in developing branch and organizational objectives and formulating policies.

- Address customer grievances and ensure 100% Satisfaction within the given time frame.
- Lead Management with Salesforce (CRM).

### **CL Augmenta Services (Career Launcher)-Center Manager (Mar 2019 to July-2021)**

- Handling complete Sales, Marketing, and operations of Koramangala Branch Center and team management. Support the City head in all day-to-day operations.
- Support the Marketing Head in ensuring Target achievement.
- Work together with the business development team & Counseling team as a team lead. Center administration to run the Center smoothly.
- Career Counseling and giving them suggestions about the selection of their career course & converting them into enrollments.
- Responsible for registration and resolving the complaints given by the parents and students. Keeping in good contact with the existing students and getting referrals from them.
- Maintaining records of all Center Operations. Instructions to BDs on day-to-day activities.
- Target Achievement (sales) Plan target achievement for all programs. Support the sales team with target closures.

### **Career Launcher - Academic Counsellor (Dec 2017 to Feb 2019) Promoted**

- Handling inquiries (telephonic, Online & Walk-in) and counseling, giving them suggestions about selecting their career course & converting them into walk-ins.
- Converting walk-ins into registrations with a 100% conversion rate.
- Responsible for registration and resolving the complaints given by the parents and students. Keeping good contact with the existing students and getting referrals from them.
- Maintaining records of all Center Operations.
- Follow-up leads and maximize the conversion percentage.

### **Aldos Institute – Assistant Manager (Jan 2013 to Jan 2015)**

- Handling inquiries (telephonic, Online & Walk-in) and counseling and giving them suggestions about the selection of their career course & converting them into walk-ins.
- Converting walk-ins into registrations with a 100% conversion rate.
- Responsible for registration and resolving the complaints given by the students.
- Keeping good contact with the existing students and getting referrals from them.
- Maintaining records of all Center Operations.
- Helping them in Placements.

### **Academic Details**

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- B. Com from St. Joseph’s University -2015
- 12th from PUC, St. Joseph’s University 2012
- 10th from State Board - 2010

### **Other Courses/Certification**

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- Basics in MS Office from IT Academy
- A comprehensive course in English Speaking from St. Joseph’s University.
- Tally 9 & ERP.

### **Soft Skills**

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Team Player	Adaptability	Growth Mindset	Open for Feedback
Leadership	Time Management	Management Skills	Positive Attitude

### **Interest**

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A). Listening to Music B). Travelling C). Building connects.

### **Personal Details**

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Date of Birth: 17th FEB 1994  
 Languages Known: English, Hindi, Kannada, Tamil, and Marathi

Date :

Place: Bangalore

(Nikitha M)

