

# E. ELIZABETH MONICA RACHEAL

RR Homes, No-102,7<sup>th</sup> Main Rd,  
Jagadish Nagar,  
Kaggadasapura,  
Bengaluru: 560075.  
8667785298  
elizabethracheal@gmail.com

Linked-in Profile: [linkedin.com/in/elizabeth-racheal-449888120](https://www.linkedin.com/in/elizabeth-racheal-449888120)

E-Portfolio: <https://eportfolio.mygreatlearning.com/elizabeth-monica-racheal>

Career Objective: "Motivated and detail-oriented sales professional with 9 years of experience, seeking an opportunity to apply my advanced knowledge of sales and customer service and my experience with team-building and staff development.

## Skills and Tools:

- Web Analytics, Google Analytics, WordPress, Website designing
- User Retention & Engagement, Segmentation, Targeting, Positioning
- Mobile Marketing, Keywords Analysis, Canva , Email Marketing, MailChimp, Email Marketing Tool
- Search Engine Optimization, Content Marketing
- MS Word, MS Excel

## Work Experience

3<sup>rd</sup> September 2019 – 3<sup>rd</sup> January 2022

### **ADMISSIONS MANAGER / IMARTICUS LEARNING Pvt Ltd, Chennai**

- Tracking sales goals and reporting results as necessary.
- Overseeing the activities and performance of the sales team.
- Performing counseling & career guidance for students
- Converting prospect into Admissions.
- Resolving candidate queries and grievances
- Ensure that the center targets are at the level to meet overall objective of the organization

7<sup>TH</sup> SEPTEMBER, 2018- 11<sup>TH</sup> August 2019

### **ASST.MANAGER/ Jamboree Education Pvt Ltd, Chennai**

- Taking care of daily operations of the center.
- Managing the administrative work of the branch
- Planning a batch and communicate the batch time and dates to the students and faculty.
- Identifying prospective leads, generating business from the existing student, thereby achieving business targets.
- Ensuring 100% deliverable are delivered to the student after the enrollment.
- Capturing information in a timely and accurate fashion.

1<sup>ST</sup> APRIL, 2018– 4<sup>TH</sup> SEPTEMBER, 2018

### **PROMOTED: COUNSELLING MANAGER/ Manya Education Pvt Ltd (The Princeton Review), Chennai**

- To coordinate, manage and lead a safe, professional and accessible face to face counselling service
- To set up and maintain appropriate record keeping systems in line with data protection requirements.
- Planning a batch with an input from operation team and communicate the batch time and dates to the students and faculty.

8<sup>TH</sup> FEB, 2017 – 31<sup>ST</sup> MARCH, 2018

### **SENIOR ADMISSION COUNSELLOR / Manya Education Pvt Ltd (The Princeton Review), Chennai**

- Provide Pre-sales Counselling, after sales support and recommend students on Admission Services & test preparation; Following up the enquiries periodically through calls and mails.
- Single point contact (SPOC) for all leads till conversion to billing stage.
- Registering client information on an enquiry form and timely entering the same in the system through MS Navision ERP Tool; Students database maintained with Confidentiality.

- Proper maintenance of inventory and timely issue of kits to students
- Generating leads through cold calling, touch points, referrals, and database.
- Preparing monthly reports in terms of lead conversion rate, quality of leads, fast moving products & Revenue; Competitor analysis and Report Management to achieve organizational goals

AUGUST 8<sup>TH</sup> 2014 TO FEBRUARY 6<sup>TH</sup> 2017

**COUNSELOR / Shakshii Wellnness Pvt Ltd, Chennai**

- Managing the team effectively to ensure achievement of target and performance.
- Establishing work plans. Delegating assignments to team members
- Supporting customers by emailing and online chats by giving them technical solution.
- Documenting problems of a particular product in large numbers & reporting to company and concerned department
- Socialize the changes in business processes and organizational design.

MAY 19<sup>TH</sup> 2012 TO JUNE 8<sup>TH</sup> 2014

**PUBLIC RELATIONSHIP OFFICER / Kolors Health Care Pvt. Ltd Chennai**

- Formulating a psychological explanation of the client's issues.
- Establishing a collaborative working relationship with the client based on trust and respect
- Writing reports and record-keeping. Answering the queries of the clients
- Creating awareness about health Training, Supervision and Convincing.
- Responding and Teamwork

**Achievements:**

- Awarded as a Best PRO by Kolors
- Awarded as 'Best Seller' for one quarter by Manya the Princeton Review
- Earned incentives for exceeding my target during peak season
- Awarded as 'Bahubali Champion' by Imarticus Learning

**Education:**

**Post Graduate Program in STRATEGIC DIGITAL MARKETING / Great Lakes,**

with a Grade A, Chennai, Batch: 2021 – 2022.

**MBA HUMAN RESOURCE MANAGEMENT / Madras University,**

with a CGPA of 7.03, Chennai, Batch: 2013-2015.

**BA in Corporate Economic / Women's Christian College**

with a CGPA of 6.03, Chennai, Batch: 2010-2013.

**Strengths:**

- Focused and work to achieve better results, continuously looking to take more responsibility
- Quickly learning about the product and process, Negotiating skills & Upbeat personality
- Quick to develop relationships with clients along with Effective communication
- Strategic planner with an ability to solve critical business situations, Strong intuitive power, clear vision and farsighted.
- Team player and adaptable to the learning environment, dedication towards work
- Administrative experience in an educational environment

**Declaration**

I hereby assure you that the above-mentioned details are true to the best of my knowledge and conscience.

- Elizabeth Monica Racheal