**AKRITI SEKHRI**

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**CARRIER OBJECTIVE**

To give you the best with my full capability, firm determination & positive thinking and seeking a challenging career position where unique blend of talents can be effectively utilized by a company offering long-term opportunities for professional growth in recognition of my prior experience & analytical skills, dedication and superior performance.

**PERSONAL SKILLS**

* Passionate Team Player
* Self motivated and flexible regarding work
* Good analytical & communication skills
* Experience in working with various databases
* Excellent time management and human relations skills.
* Positive attitude and a high level of energy
* Strong interpersonal and organizational skills
* Ambitious, hard working, energetic and well disciplined

**CERTIFICATIONS AND RECOGINITIONS**

* Awarded certificate for participating in OPINE 2K8 & 2K10 seminars.
* Recognized for 99% attendance during graduation at JIMS institute.
* Awarded for Excellent performance for maximum productivity (Conversion) for AY 2015-16.
* Awarded as Best Employee of month in aspects of Quality and productivity.

**PROFESSIONAL CERTIFICATIONS**

* ***Certified N4 level in Japanese language***

**PROFESSIONAL WORK EXPERIENCE**

* ***Frankfinn Aviation Services (P) Limited, as Corporate Sales Manager (Aug’23-Till date)***
* ***Global Indian International School, as an Admission Counsellor (Oct’21-Jun’23)***
* ***Smart Prep Education Pvt. Ltd., Delhi., as Assistant Centre Head (Nov’18 - Sep’21)***
* ***Pearl Academy, Delhi., as Senior Counselor (Jan’14 – Oct’18)***
* ***Indian Institute of Planning and Management., Delhi., as Career Development Manager (Aug’12 – Dec’13)***
* ***Edu Mentor Educational Services., Delhi., as Executive Counselor (Aug’11 – July’12)***

**Key Responsibility Areas:-**

**Promotional Activities**

* Organized workshops, campus/branch presentations and seminars within campus as well as at outdoor locations.
* To attend management meets to discuss about professional courses.

**Counseling Activities**

* Handling a team of 4 employees.
* Distribution of leads to the team members from different sources.
* Handling of non-converted leads through career counseling & development sessions to the students.
* Responsible to Contact & follow-up with different institutes for collaboration with our organization.
* Leads conversion through invitation & meeting with the parents to provide them appropriate career options as per their area of interest& skills.
* Responsible to develop and maintain ongoing relationships with students and tried for utmost satisfaction.
* To conduct individual as well as group sessions for student’s counseling within Campus/branch to provide the complete information as required by them.
* To maintain strong relationships with existing students to achieve referrals.
* To retain the continuation with students by providing them complete information about the various competitive exam dates, admission process, Fee structure & career opportunities.
* Attend review meeting every month to discuss about the last month target achievement and next month target.

**Customer Support**

* Follow up with the potential customers to understand & re-solve their queries. .
* Liaising with Academic Faculty to provide extended knowledge of courses. (Coordination b/w faculty & students).
* Managed admission interviews. (Coordinating the interviews for candidates).
* Online as well as offline Communication with the prospects through for PAN India.

**Training & Development**

* Organized and participated in academic workshops and seminars.(Within the campus)
* Responsible for training and development of new Counselors.
* Developing competency and interpersonal skills within students to face interviews.
* Conducting Group Discussion (GD) lectures as part of faculty

**Reports Preparation**

* Responsible for making of Daily Productivity Report.
* Responsible to make MIS report.
* Team attendance record & their DWM status on monthly basis.
* Preparing of withdrawal report on weekly basis and issuing of Transfer Certificate and Character certificate to the parents as and when required.
* Doing promotions for the Pre -primary segment.
* Getting the documents arranged from the parents who have applied for different Scholarships.

**ACADEMIC & INDUSTRIAL PROJECTS**

* **Project 1: Effect of Customer Relationship Management on Customer Retention**

**Description:**The key aim of the project is to understand the importance and retention of the CUSTOMERS through Customer Relationship Management tool.

* **Project 2: 4P’s of Marketing at Britannia Biscuits**

**Description:**The aim of the project was to gain familiarity and attain new insight into Britannia Biscuit industries and to determine the frequencies with which different Britannia products are consumed by the consumers and marketing mix of Britannia industry.

* **Project 3: 7P’s of Marketing at HDFC Standard Life Insurance Company Ltd**

**Description:**The main aim behind choosing this topic was my keen interest in the 7P strategy followed by HDFC SLIC and so during all my internship and during making of this report I tried to gather as much possible information as I can about the 7P’s of Marketing and the effectiveness of these strategies and also the customer attitude towards those strategies.

**ACADEMIC QUALIFICATION**

* **Post Graduate Diploma in Management (Marketing ) - IMT, Ghaziabad**
  1. (Achieved – 63%)

**Modules Undertaken** Customer Relationship Management and Analytics, International Marketing,

Luxury Marketing, Pricing for value, Marketing Analytics, Social Media

Marketing in B-2-B context, Market Oriented Strategic Planning

* **Bachelors in Business Administration– Jagannath Institute of Management, New Delhi**

1. **- 2011**(Achieved – 60%)

**Modules Undertaken** Entrepreneurship Development, Human Resource Management,

Production Management, Cost & Managerial Accounting, Sales

Management, Income Tax Law and Practice

* **Senior Secondary School - St. Michael’s Senior Secondary School, Delhi**

**2007 – 2008** (Achieved – 55%)

**ModulesUndertaken**  Business Studies, Economics, English, Mathematics and Accountancy

**REFERENCES**

Available on request.