

# **CURRICULUM VITAE**

## **Permanent Address**

Shruti Batra

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## **CAREER OBJECTIVE**

To acquire a good position in an esteemed organization to practically implement the skills learnt and to contribute through my competencies. Looking forward to handle challenging assignments to test my true potential abilities & excel in applications.

## **PROFESSIONAL QUALIFICATION**

<b>DEGREE</b>	<b>INSTITUTE</b>	<b>DIVISION</b>	<b>Year</b>
P.G.D.B.M	Guru Nanak Institute of Management ,Delhi	First	2006-2008

## **ACADEMIC QUALIFICATION**

B.com (pass)	Delhi University	Commerce	55%	2002-2005
Class XII	CBSE	Commerce	68%	2002
Class X	CBSE	General	57%	2000

## **COMPUTER COGNIZANT**

Ms Office, Ms Word, Ms Excel, PowerPoint.

Tally package 7.4 version

Surfing on internet

**Worked as a MANAGEMENT TRAINEE in AYUR HERBALS (AROMAZ), PATEL NAGAR SINCE 20May – 1 August 2007 i.e. for 2 months during the period of internship**

## **HIGHLIGHTS**

Project Undertaken: “RESEARCH ON NICHE MARKETING”( 2 months internship training) Which makes to understand Indian herbal industry is passing through transitional phase.

It includes -:

- The study which will help to understand how consumers make buying decisions, marketers must identify who makes and has put into buying decision, people can be initiators, influencers, deciders, buyers or users might be targeted to each type of persons.
- It helps the marketer to examine the buyer’s level of involvement and number of brands available to determine whether consumer are engaging in complex buying behavior ,habitual buying or variety seeking behavior.
- The consumer behavior is influenced by 4 factors that is cultural, social, personal and psychological and it can provide clues to reach and serve customers effectively.
- To study what differences exist in tastes and preferences of the consumer for the product?

## **PROFESSIONAL EXPERIENCE**

**A)**

<b>Since</b>	-	<b>JULY 2008 – DECEMBER 2015</b>
<b>Company</b>	-	<b>VAKANCY VOYAGE(A RECRUITMENT FIRM )</b>
<b>Designation</b>	-	<b>H.R GENERALIST</b>

## **KEY RESPONSIBILITIES**

- **RESPONSIBLE FOR SCREENING, MONITORING SHORTLISTING THE CANDIDATES AS PER COMPANY REQUIREMENT THROUGH JOB PORTALS**
- Mobilizing human resources through various means such as references-internal /external, job sites.
- Responsible for holding various drives in experienced category in vacancy voyage.
- Recruitment activities at all the levels that is junior, middle and senior position.
- Headhunting for special and not skilled professional.
- Worked on specific search assignments for business development.
- Screening, coordinating and scheduling interviews in different skills sets.
- Induction and orientation for new joiners.
- Maintenance of leave records of the employees
- Handling grievances of employees.

**B)**

**Since** - **JAN 2016 - MAY 2018**  
**Company** - **EDIT ONE INTERNATIONAL**  
**Designation** - **BUSINESS DEVELOPMENT EXECUTIVE**

### **Significant Highlights**

**Regularly interacts with marketing managers to receive information and updates about marketing staff progress and results**

- Evaluates marketing reports and sales data compiled by marketing staff members
- Presents regular updates and information to other department heads and executives
- Works with executives to incorporate marketing needs into overall company planning and strategy
- Monitor's competitor activity and brainstorms potential improvements or changes in marketing strategy, products, or services
- Organizes and attends company-wide and marketing events
- Assists in securing access to major media channels and important sponsorships
- Travels to meet clients and attend conferences, trade shows, industry events, and seminars

**C)**

**Since** - **AUG 2018 – MARCH 2020**  
**Company** - **H.G HOSIERY**  
**Designation** - **BUSINESS DEVELOPMENT MANAGER**

### **ROLE AND RESPONSIBILITIES**

- Prospect for potential new clients and turn this into increased business.
- Cold call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities. \* Meet potential clients by growing, maintaining, and leveraging your network.
- Identify potential clients, and the decision makers within the client organization.
- Research and build relationships with new clients.
- Set up meetings between client decision makers and company's practice leaders/Principals.
- Plan approaches and pitches. \* Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Participate in pricing the solution/service.

**D)**

**Since** - **MAY 2020- MARCH 2021**  
**Company** - **ACHIEVERS BPO**  
**Designation** - **RBL PROCESS TRAINER**

### **ROLE AND RESPONSIBILITIES**

- Develop a schedule to assess training needs
- Conduct employee surveys and interviews
- Consult with other trainers, managers, and leadership
- Track and compile collected data
- Conceptualize training materials based on data and research
- Maintain a database of all training materials
- Instruct employee training and onboarding
- Conduct training through new materials
- Review employee performance and learning
- Communicate training needs and online resources

### **EXTRA CURRICULAR ACTIVITIES**

1. Participated in management and cultural festivals.
2. Anchored various events at school and college level.
3. Worked aggressively for the college placement cell.

### **CORE COMPETENCIES**

Confidence on skills and ability.

Positive attitude.

Intercultural sensitivity: Ability to work well with colleagues and subordinates

*PRESENTLY WORKING WITH **BYJUS** AS A **SERVICE COUNSELLOR** SINCE MARCH 2022*

- Achieve designated admission targets of enrolments from the qualified sales leads
- Counselling students and parents about our courses and competition exams landscape
- Interaction with students and parents on routine basis for giving them BYJU'S experience
- Managing fee structure of different programs / batches
- Monitor class schedules to ensure smooth running of classes
- Liaison with head office for upcoming programs, admission tests, schemes and other offers
- Liaison with academic lead for smooth student teacher relationship
- Handling assigned administrative responsibilities
- Listen to students' concerns about academic, technical or social problems
- Facilitate drug and alcohol prevention programs
- Organize peer counselling programs
- Track and report student performance at regular intervals

## **PERSONAL PROFILE**

**Name:**

Shruti batra

**Date of Birth:**

1<sup>st</sup> may, 1984

**Father's name:**

Sunil batra

**Languages Known:**

English, Hindi

Date-

Place-











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