

PRIYANSHU AGARWAL

PROFESSIONAL SUMMARY

Dynamic professional with extensive experience in the Ed-tech industry, actively contributing to multiple companies. Possesses a deep understanding of marketing, with a strong track record of creating and executing successful marketing strategies. Skilled in driving growth, enhancing brand visibility, and engaging diverse audiences. Adept at leveraging data-driven insights and innovative approaches to optimize marketing efforts and achieve business objectives. Committed to fostering educational advancements through effective and impactful marketing initiatives.

WORK HISTORY

Marketing Associate, 08/2024 - Present TopUni Network, Kolkata, India

- Engaged with B-schools across India to establish and maintain relationships.
- Conducted events and seminars for MBA aspirants, enhancing engagement and visibility.
- Onboarded educational institutes, expanding the company's presence across regions.
- Managed client relations with B-schools, ensuring satisfaction and long-term partnerships.

Academic Counselor, 05/2023 - 08/2023 Gurusiksha, Kolkata, India

- Utilized motivational interviewing techniques to encourage positive change in clients' lives.
- Improved client satisfaction through consistent communication, empathy, and understanding of their unique challenges.

Sales and Marketing Leader, 11/2022 - 03/2023 Echoboom Pvt. Ltd, Kolkata, India

- Emerging senior leader tasked with training leaders and collaborating with directors to drive sales conversions and achieve business growth objectives.

Business Development Executive, 09/2022 - 11/2022 Byjus, Kolkata, India

- Utilized comprehensive strategies and skills to secure agreements with educational institute managements for hosting the 'Success Path Seminar' on their campuses.
- Successfully conducted seminars at numerous schools, generating leads and identifying high-potential prospects, which were then forwarded to the sales team for conversion.

EDUCATION

B.Com Honours, Commerce, 08/2021 - 07/2024 The Bhawanipur Education Society College, Calcutta University - Kolkata

I was a part of MUN'AON, As a IP Candidate couple of times.

Primary And Secondary Education, Commerce, 04/2009 - 02/2021

Army Public School - Ramgarh Cantt

Cultural Secretary, Led and organized various cultural events and activities, fostering a vibrant school community.

Basketball Team Member, Represented the school in inter-school competitions, contributing to team dynamics and sportsmanship.

Bronze Medalist, Math Olympiad

Awarded a bronze medal for outstanding performance in a competitive Math Olympiad.


 Ramgarh, India 829122

 6202390725

 Agarwalpriyanshu456@gmail.com

 Indian

[https://www.linkedin.com/in/priyanshu-agarwal-534786256?](https://www.linkedin.com/in/priyanshu-agarwal-534786256?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)

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SKILLS

- Marketing
- Business development
- Advertising
- Direct Marketing
- Excel
- Google Workspace Lead Generation
- Tableau
- Scanning