

JYOTI RANJAN MISHRA

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Assignments in Business Development / Client servicing with a high growth oriented organization

- Strategic Management
- After Sales/ CRM
- Business Development
- Business Planning
- Operations
- Man Management

CORE COMPETENCIES

Business Development

Initiating marketing solutions to build data base and consumer preference to drive volumes.
Plan marketing activities to achieve volume estimations and review effectiveness.
Planning and implementing activities like sale promotions to increase visibility and thereby increasing revenue through various marketing activities.

Key Account Management

Planning for and managing key account relationships.

Keen stress on the profitability and organizational aspects of key account management that examines the leadership qualities and negotiation skills required for world-class key account management.

Customized and timely solutions to queries, maintain excellent relations with key clients to generate avenues for additional business.

People Management / Training

Imparting coaching to employees on various initiatives, ensuring the progress on identified improvement initiatives, sharing and implementing best practices in order to achieve installation parameters.

Monitoring the work performance, appraise, provide feedback, impart knowledge, plan development, resolve conflicts, implement employee engagement and development/training plans, monitor program status, and act as mentor.

Support Services / After Sales

Directing the team in ensuring customer satisfaction by maintaining excellent Turn around Time (TAT) for delivery & service quality norms.

Providing Guidance in after sales Support where Solutions, Technical Support & troubleshooting is required.

EMPLOYMENT DETAILS

Since April 2021 working with Kangaroo Kids International Pre School as a Regional Manager for East & North East.

The Key Deliverables:

Acquisition of new clients, looking into the existing client relationship.
Business Networking.
Project Management
Franchisee Selling
Team Handling

Brand Management

Since March 2018 to Sep 2019 with Tally Education Pvt.Ltd as a Regional Manager for (East & NE)

Taking care of North East,West Bengal,Odisha & Jharkhand.

Taking care of the P & L of the assigned territory.

Leading the partners and motivating them to drive sales and achieve the numbers as well as the revenue target.

Planning and implementing of marketing strategy and budget.

Designing the Media & Marketing Plan

Team management and deriving business out of them.

Taking care of the B2B & B2C business of the company

Identifying, Negotiating and Collaborating with prospect Business Collaborators.

Enhancing Business Volumes & Growth and Achieving Revenue and Profitability Norms.

Tied up with all the renowned colleges and Govt.Organizations for running the tally courses.

Make the deal happen with Indian Chamber of Commerce, L&T and AMTRON for running tally courses for corporate social responsibility.

Enhanced the business volume of 50% within 8 months of my joining in terms of revenue and penetration level.

Since Sept'2016 to Feb 2018 with Educomp Child Care Pvt. Ltd as an Area Sales Head(East)

Taking care of the P & L of East Zone

Leading the team and motivating them to drive sales and achieve the numbers as well as the revenue target.

Planning and implementing of marketing strategy and budget.

Designing the Media & Marketing Plan

Identifying, Negotiating and Collaborating with prospect Business Collaborators.

Enhancing Business Volumes & Growth and Achieving Revenue and Profitability Norms.

Since July'2015 to July 2016 with Zee Learn Ltd – Bihar,Jharkhand& Orissa as a Regional Franchise Dev. Manager

Planning and implementing of marketing strategy and budget.

Motivating and leading the team to achieve targets.

Designing the Media Plan.

Identifying, Negotiating and Collaborating with prospect Business Collaborators.

Enhancing Business Volumes & Growth and Achieving Revenue and Profitability Norms.

Conducting competitive market study.

Achievements

Managing a team of 3 people(Territory Marketing Manager) taking care of 85 centers and achieving target month on month.

Annual Fee collected 56 Lac and 9 Lac for other products.(Shoes,Jacket,Marketing Kit etc).

From August'2014 with Zee Learn Ltd – North East(Assam,ArunachalPradesh,Tripura,Meghalaya,Mizoram,Manipur,Nagaland) as a Regional Franchise Dev. Manager

Product handling- Kidzee

New Product launch plan & execution

Responsible for marketing activities to generate admission enquiries for preschool.

Preparation of annual marketing plans & allocating budgets to different cities.

Addressing the needs of advertising, both ATL & BTL, Brand positioning and market intelligence

Analytics on right media vehicle.

Conceptualizing and executing new school launches

Arranging key events like participation in Exhibitions, Training sessions, seminars, Carnival Fest, Contest to increase footfall.

Keep a constant check on sales performance of key territories, identifying the reasons for high/low sales growth. Taking appropriate steps for better results

Handling a team consist of Business Development Managers & academic coordinator.

Competition Intelligence & Business Analytics: Analyzing competitors Business Model, Growth Plan & Day-to-Day Activities.

Consumer research to know the needs of the parents & target audience.

Achievement:

Managing a team size of 3 people(Territory Marketing Managers) & 73 centers with making positive in terms of revenue for North East as it was de-growing at 21% in terms of revenue.

Transferred to Kolkata after bringing the zone achieving 16% growth.

Annual Fee collected 49 Lac and 9 Lac for other products.(Shoes,Jacket,Marketing Kit etc)

Since Apr'2010 with Zee Learn Ltd – Orissa,Bihar& Jharkhand as a Regional Sales Manager

The Key Deliverables:

Acquisition of new clients, looking into the existing client relationship.

Business Networking.

Project Management

Franchisee Selling

Team Handling

Brand Management

Achievement:

Signed up 118 Kidzee and 4 MLZS from April 2010 to April 2014

Revenue generated 7.33 cr.(Includes Franchise Fee for Kidzee & MLZS signups and illum kit collection)

Awarded as Best RSM Pan India for 4 times.(Which rates for a quarter)

Created the bench mark of opening centers minimum with 2500 Sqft centres with a minimum single capacity of 150 enrolments.

Feb'2008 to Oct'2009 with HDFC Bank – Orissa as a Personal Banker

The Key Deliverables:

(Operations)

Cash Management.

Handling the welcome desk.

Maintaining the day to day activities in the Teller counter.

As I was looking after the teller value build up was also a part of my job.

Dealt with cash and non cash transactions also.

Maintaining of different process that has been required for the day to day operation of banking according to the audit regulations.

Managing customer centric banking operations & ensuring customer satisfaction by achieving delivery & service quality norms.

Attending to customer/clients concern and complaints, undertaking steps for effectively resolving them.

(Sales)

Focusing upon **CASA. (Current Account and Savings Account)**

New customer acquisition.

Deliver presentations in different corporate regarding investments and opening of salary accounts.

Interacting with the customers regarding their queries and generate leads there off from those customers.

To achieve and monitor the revenue targets given for the branch.

Cross sell the various products of the bank. (Gold, Life Insurance, Mutual Funds etc.)

Working in a close **Co-ordination** with Branch Manager for more business by updating and educating customers about the different products of the bank.

July'2007 – Jan 2008 with ICICI Prudential Life Insurance Company Ltd. – Jharkhand as a Financial Service Consultant.

The Key Deliverables:

Responsible for building relationship with the branch operation team.

Recruitment of FC's

Give training to ops team and FC's and keep them motivated.

Generate business from FC's and from the ops team.

Monthly sales planning and implementing strategic plan for enhancing the sales of Life Insurance.

Arrange presentation and campaign to promote sales.

Develop sales strategies to build consumer preference and drive volumes.

Formulate promotional activities as a part of brand building and market development effort for enhancing sales.

SUMMER TRAINING

Duration	: 2 Months (1st June, 2006 to 31 st July,2006)
Project Title	: Comparative study of Reliance Hallo with Tata IndicomWalky.
Company	: Reliance Telecommunication
Location	: Bhubaneswar (Orissa)

Academic Credentials

B.Com from F.M University 2004.

MBA (Marketing & Finance) Under BPUT 2005 – 07.

Certificate Programme for Digital Marketing-2019.

PERSONAL DETAILS

Name : Jyoti Ranjan Mishra
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