

# RESUME

## Sarvesh Ramesh Paranjape

Mob: 9687821114

Skype: sarveshp74

Twitter: @Sarveshp74

E-mail: sarveshp74@gmail.com



---

A seasoned marketing expert with experience of 20+ year with required zeal and mental strength to lead a team and the exposure which I got from both the fields of Industry and academics made me stronger in leadership skills and problem solving skills.

### Organization:

#### ICAD – Nagpur

##### Designation: Senior Manager

**Job Profile:** Admissions for Foundation courses (Standard 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup>) and JEE.

- Taking Counseling of students for admissions to respective grades.
- Counseling and guiding the students for competitive examinations and classes.
- Counseling the students and parents regarding the academic performance of the students.
- Counseling the students for the difficulties they are facing during the duration of course.
- Managing day to day activities of the Foundation department

**Duration:** December 2022 till date

#### Swarnim Startup and Innovation University - Ahmedabad

**Designation:** Assistant Professor and Head of the Department - Management

**Job Profile:** Head of the department of Management.

- Taking lectures in B.B.A., B.Com and MBA Subjects taught like Marketing Management, Brand Management, Advertising, Consumer Behavior, Communication Skills etc.
- Designing the syllabus for all courses in management stream.
- Responsible for routine conduct of lectures in entire management stream.
- Summer Internship of BBA, B.Com and MBA students.
- Placement activity of the students for BBA, B.Com, MBA and BCA students.
- Helping placement of engineering students.
- Designing the marketing activities and tour plans for marketing department.
- Delivering seminars for schools and colleges and counseling of students for admission.
- Active participation and conduction of different students' activities in the campus.
- Responsible for overall smooth running of Management department

**Duration:** February 2019 till November 2022

### **International Institute of Hotel Management**

**Designation:** Program Leader University of West London and IIHM.

**Job Profile:** Teaching Management subjects to the students like Global Marketing, Marketing Management, HRM, Strategic Marketing Management etc.

- Teaching subjects like Global Marketing, Managing People in Practice, Strategic Hospitality Management for University of West London Module.
- Teaching subjects like Principles and Practices of Management, Human Resource Management, Leadership, Sales & Marketing Management and Hospitality Marketing for Indian University.
- Responsible for marketing and promotional activities of the institute.
- Delivering the seminars in different school and colleges and counseling of the students for admission.
- Responsible for Internship and Final placement of the students.
- Conducting different marketing events conducted by institute.
- Responsible for HR functions like conducting interviews of the candidates, looking after implementation of HR policies. Take care of ESIC compliance and other legal issues.
- Responsible for smooth conduct of examination, publication of results and day to day administration.
- Additional responsibilities include: Preparation of Academic calendar, List of Holidays for the academic year for staff and students.
- Responsibility of overall academic administration such as appointing Visiting faculties for various subjects, conducting interviews of the staff members.

**Duration:** January 2014 till date February 2019

### **Rai University - Ahmedabad**

**Designation:** Associate Professor - Management

**Job Profile:** Head of the department of Management and Examination Controller

- Taking lectures in post graduate courses like MBA and some subjects in BBA for Marketing specialization. Subjects like Marketing Management, Sales & Distribution Management, Brand Management, Advertising, Consumer Behavior etc.
- Designing the syllabus for all courses in management stream.
- Responsible for routine conduct of lectures in entire management stream.
- Responsible for day to day administration of the university premises and the property.
- Conduction of examination, Result declaration.
- Responsible for conducting interviews for all the positions and act as HR representative during Panel interviews of the staff.
- Summer Internship of MBA students.
- Designing the marketing activities and tour plans for marketing department.
- Delivering seminars for schools and colleges and counseling of the students for admission.
- Internship and Final Placement of BBA, B.Com, MBA students
- Active participation and conduction of different students' activities in the campus.
- Responsible for overall smooth running of Management department and the entire programs of the university.

**Duration:** June 2012 till January 2014

### **Everonn Business Education Limited – IIPS (Formerly known as ICFAI National College)**

**Designation:** Center Head

**Job Profile:** Worked as a Center Head.

- Responsible for marketing activity of the campus and counseling of the students for admission.
- Responsible for overall performance of the Campus.
- Responsible for Internship and Final Placement of the students of the Campus.
- Involvement in Accounts and HR activity.
- Looking after Recruitment, Appraisal and other HR functions.
- Taking care of Administration on daily basis.
- Leading the marketing team in different ATL / BTL activities
- Conducting different brand promotional activities for center.
- Act as a profit center head.
- Planning and conduction of examinations.

**Major Achievement:**

- Worked as Faculty Guide for Summer Internship Program for 2008-2010 batch and guided 30 students at Nashik Center.
- Able to generate 10 Pre-Placement Offers from the companies and 3 Final Placement Offers for the students.
- Promoted as “Center Head” in October 2009.
- **Paper titled “HR – Not only Change Catalyst but Life blood of Organization” presented in Nation Conference at Mumbai.**

**Duration:** August 2008 till May 2012

**ICICI Bank Ltd.,**

**Designation:** Sales Manager / Collection Manager.

**Job Profile:**

- Taking care of Sales for the assigned territory for products like Home Loan, Two-Wheeler, and Personal Loans.
- Managing the DSA and Direct marketing teams for target achievements.
- Designing different marketing activities for promoting the different loan products to the customers.
- In collection, responsible for controlling the delinquency for the entire spectrum of products viz. Home Loans, Two-Wheeler Loans, Personal Loans, Commercial Vehicle Loans, and Auto Loans for all the buckets.
- Appoint the collection agencies for soft as well as hard collection on the field.
- To co-ordinate the collection force for entire district and control the flows. Monitor the Field Investigation Agency.
- Also, working as the coordinator for entire west region other than Mumbai for the Call Centre pick ups and monitor and control the activities of pick up agencies.
- Lead the team of 7 staff members and the field staff of 55 members. I was responsible for the performance of the entire territory for collections and reducing NPA.
- Responsible for asset (property) management of the branch.

**Major Achievements:**

- Able to reduce the NPA for Home Loans, Commercial Vehicles and Personal Loans considerably under manageable levels.
- Was promoted as Regional coordinator for Maharashtra and Goa except Mumbai for coordination with call center of ICICI Bank for the defaulter customers.
- Attended 4 Seminars on topics like Leadership, Communication skills etc.

**Duration:** June 2005 to August 2008

**Jyothi Laboratories Pvt. Ltd.**

**Designation:** Territory Sales Manager

**Job Profile:**

- Responsible for handling a territory.
- Responsible for appointing around 30 new distributors.
- Responsible for achieving sales targets as well as collection targets.
- Got promoted to Territory Manager where I lead a team of 10 Marketing Executives.
- Go on field and visit the retail outlets and take the order from the outlets and make sure that the order is delivered on time by the stockiest.
- Design useful schemes for the area with prior approvals from higher ups to increase the sales.
- Designing different marketing and promotional schemes for promoting and launching new products.

**Major Achievements:**

- Joined as Marketing Executive for Buldhana District after completing MBA from Marketing.
- Got promoted in terms of area in one year and was covering Buldhana and Akola.
- Able to promote awareness and garner the support of the distributors and retailers for the product
- Ensured smooth supply of the product from C&F Agent to retailers.
- Educated retailers and distributors about the benefits of the product and its usefulness.

**Duration:** Aug 2000 to May 2005

---

## Projects in Academics:

“To measure the need of building relationship with buyers with special reference to Washing Machine Segment.” Dissertation at MBA Level

## Seminar Academics:

Delivered Seminar on “Business Process Re-engineering”

## Training:

“Training at Chandan Metal Works, Baroda, for one month.” Summer training at MBA Level.

---

## EDUCATION

### Qualification:

#### Professional:

Diploma in Computerized Accounting and Office Automation – Certified by C-DAC with “A” Grade.  
Certificate Course in Desk Top Publishing passed in “A+” Grade.

#### Academic

**MBA (Marketing)** in 2000 from Amravati University  
**B.Com.** from Amaravati University with First Class  
**H.S.C.** from Nagpur Board.  
**S.S.C.** from Nagpur Board.

---

## PERSONAL DATA

Name : **Sarvesh Ramesh Paranjape**  
Sex : Male  
Communication Add.: 2<sup>nd</sup> Floor, 16, Borikar Niwas,  
Nav Nirman Society, Pratap Nagar, Nagpur - 440022.  
Marital Status : Married  
Date of Birth : 24<sup>th</sup> March, 1974  
Tel No : 9687821114  
e-mail : [sarveshp74@gmail.com](mailto:sarveshp74@gmail.com)

### Extracurricular Achievements:

Organized “PARISHKRITI – 1999 & PARISHKRITI – 2000” – A State Level Advertisement Designing Contest in MBA Level.  
Represented College in Inter College Cricket Tournament in Graduation and Post Graduation Level.  
Awarded 2<sup>nd</sup> prize in Drama Competition at Graduation Level.

I am a person of commitment and brimming with innovative ideas. My attitude towards work is to create a hallmark of perfection in all the areas of my activity. I would appreciate an opportunity to discuss my candidature personally with you to know more about challenging opportunity of your organization.

---

**Sarvesh Ramesh Paranjape**