

Varun Talwar

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Career Enhancements in Business Planning, Sales & Marketing, Market Development and Expansion, Managing Brand, Channel Management, Client Relationship Management with a growth oriented organization

PROFESSIONAL SYNOPSIS

Qualified post graduate in business economics with over 10.0 years of experience in Education and Finance, Channel Network, Managing Brand & Corporate Operations and Customer Service Industry. Expertise in corporate network expansion and implementation of effective strategies to achieve revenue and profitability norms. Experience in implementing systems & procedures to ensure smooth market operations. Exceptional relationship building and team management skills.

Core Competencies

Business Planning

Marketing and Sales

Market Development and

Expansion

Managing Brand

Channel Management

Client Relationship

Management

- ☐ **Business Planning:** Devising effective strategy with a view to achieve top line and bottom line profitability of the organization.
- ☐ **Marketing & Sales:** Sales forecasting, Channel Partners. Successfully worked in areas spreading across Tricity, Haryana, Jammu and Punjab.
- ☐ **Market Development & Expansion:** Designing and implementing the marketing strategies for sustaining and increasing market share. Given Seminars and Presentations in different coaching institutes, colleges and companies. Educating the Corporate about process standardization, technical/commercial and promotional strategies.
- ☐ **Managing Brand:** Keeping the brand visible through promotional activities, making strategies to keep influencing and converting the end customers.
- ☐ **Channel Management:** Developing and appointing new business partners to expand product reach in the market and working in close interaction with the dealers and distributors to assist them to promote the product.
- ☐ **Client Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
- ☐ **Administrative:** Preparing MIS reports to monitor movement of key business indicators and facilitate decision-making process of the top management.

Career Highlights

15 Nov, 2014 to June 15, 2019)

Thames English Academy

Owned IELTS training institute in partnership

- ☐ Responsible for faculty training
- ☐ Responsible for Student training
- ☐ Responsible for planning
- ☐ Implementation of marketing and advertisement campaign
- ☐ Responsible for overall profitability of center.

July 5, 2010 to March 12, 2014)

TCY Learning Solutions Pvt. Ltd

Cluster Manager – Franchise Development / Centre Manager (July 5, 2010 – March 12, 2014)

Key Deliverables:

- ☐ Responsible for handling corporate activities across all franchisees
- ☐ Making marketing strategies, advertisement planning and implementation of the same through franchisees to increase revenue generation
- ☐ Complete periodic and quarterly audit of all centers
- ☐ Handling compliance issues to ensure standardization of standards and procedures across all centers
- ☐ Heading complete inventory system
- ☐ Giving presentations in various schools, colleges and centers for different educational products
- ☐ Driving business growth through identification & penetration of new market segments

May'09-June'10

WLC College India

Sr.Executive-Corporate Services

Key Deliverables:

- ☐ Responsible for generating Traineeship and Placement opportunities for students.
- ☐ Responsible for association with corporate via MOU (Memorandum of Undertaking).
- ☐ Handling all corporate activities for Chandigarh campus and assisting shimla campus.
- ☐ Establishing and maintaining relations with HR personals and top notches of the organization across Chandigarh and Punjab region.
- ☐ Finding the companies and doing research analysis through R1 and R2 forms.
- ☐ Responsible for finding pain areas of the company after thorough understanding of the company's work culture and then selling corporate training capsule as per their need.
- ☐ Training students on interviews and other soft skills measures as per industry requirements.
- ☐ Preparing and sending MIS report, which includes Daily, Weekly and Monthly reports.
- ☐ Preparing and maintaining database of companies across various sectors.
- ☐ Giving presentations in companies for Corporate Training, Traineeship and Placements.

**Oct'07-Apr'08
Trainee**

Birla Sun Life AMC (Asset Management Company)

Management

Key Deliverables:

- ☐ Handling HDFC Bank, Kotak Bank and HSBC bank across tricity which involved the sales of Mutual Funds and other related products.
- ☐ Maintaining relationships with Relationship Managers, Personal Bankers and Branch Managers across tricity for all branches of above mentioned banks.
- ☐ Planning strategies and implementation of the same to motivate associate channel partners to increase our product sales volume.

Apr'06-Mar'07

Fidelity Impex

Accounts Executive

Key Deliverables:

- ☐ Taking care of accounts related activities

July'02-July'03

IBM Daksh, IT Park

Customer Care Executive

Key Deliverables:

- ☐ Catering to the inbound processes and rectifying customer complaints.

- ☐ Making reports of the call details daily of the floor.
- ☐ Keeping check on AHT and qualitative measures in respect to the calls made.

Trainings & Workshops

- ☐ Time Management
- ☐ Integrity
- ☐ Conflict Management and Negotiation
- ☐ Perseverance

ACADEMIC CREDENTIALS

2007 Post Graduate Diploma in Business Economics from WLC College, Chandigarh campus
2005 Bachelor of Commerce from Khalsa College, PU.
2002 10+2 from CFC Public School, Ludhiana
2000 10th from CFC Public School, Ludhiana

IT Forte: Conversant with Microsoft Office and latest Internet Applications

Achievements

- ☐ Stood 2nd across all WLC Indian campuses and was awarded by 50 percent (1.5 Lacs, approx) fee waiver as scholarship to complete last semester at Wigan and Leigh College, United Kingdom (U.K)
- ☐ Member of cricket team who won Sahodya school cricket tournament and got certification for the same

PERSONAL DOSSIER

PERMANENT ADDRESS : H.No. 93/1, New Model Town, Ludhiana - 141002
DATE OF BIRTH : 24th July, 1984
FATHER'S NAME : Mr. Arun Kumar Talwar (Late)
MARITAL STATUS : Married

(VARUN TALWAR)