






Shrey Dixit

Associate Vice President

PROFILE SUMMARY

Career Profile -A professional from the education domain with 11 years of experience, a persuasive, well-presented, and articulate sales professional, with a proven track record of successfully managing and growing accounts, thrives on driving targeted Sales and enjoys leading teams achieving results through people management by inspiring and motivating others.



PERSONAL INFORMATION

-  **Email**
Shrey.dixit1989@gmail.com
-  **Mobile**
(+91) 7017073107
-  **Total work experience**
9 Years 5 Months
-  **Social Link**
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KEY SKILLS

- Tableau
- Lead Squared
- Salesforce
- Btl Activation
- Collection Management
- Educational Sales
- Cross Selling
- Operations Management
- B2B Sales
- B2C Sales
- Conflict Resolution
- Education Counseling
- Legal Compliance
- P&L

EDUCATION

- 2013  MBA/PGDM
ISBS PUNE
- 2011  B.Com
Lucknow University

WORK EXPERIENCE

- Sep 2023 - Nov 2023  Associate Vice President
Medhavi Professional Services (B2B/ B2B2C / B2C / B2G)
Territory Covered - Pan India & Middle East (Base Location - Noida)
 - Expand B2B/BB2C school partnerships and project management for career counseling, overseas counseling, ,Psychometric tests, and career planning workshops.
 - Sign up for B2G Govt Projects and manage ongoing initiatives such as Vidhya Gyan, Siksha, and HFC
 - Leading a team of 8 Managers for B2C and 4 Managers for B2B/B2B2C, ensuring successful revenue attainment
 - 25% Revenue growth in B2B2C business in Oct Month.

Customer Support

Government Projects

Channel Management

Dealer Development

OTHER PERSONAL DETAILS

City Lucknow

Country INDIA

LANGUAGES

- English
- Hindi

Dec 2021 - Sep 2023

Area Business Head

Thinks & Learn Pvt Ltd (B2C / B2B2C)

Territory Covered - Kanpur

- Identifying & finalizing properties in UP/UK for Business & compliance perspective.
- Liasoning with Real estate owners for contract negotiation, documentation, & legal compliance.
- New customer acquisition & enrollment at the Hybrid center through Various marketing channels, workshops, and conductions
- P&L management of the center, focusing on Net enrollment, student retention and lead Generation
- Planned and executed marketing activities, including BTL and ATL campaigns, D2D, marketing campaigns, asset mapping, and journey plans
- Conflict resolution of team, students, and parents.
- Organized workshops in schools on topics such as Math, Vedic Mathematics, Career Counseling, Overseas Counseling, Mental Ability Enhancement, Olympiad, & workshops on Personality Development

Jun 2019 - Dec 2021

Area Sales Manager

Lead School (B2B)

Territory Covered - UP West (Base Location - Agra)

- Identifying the right set of educational institutions for cold calling & setting up meetings with directors & principals.
- New Client acquisition along with after-sales support for complete School Solutions right from Smart classes to books.
- Implementation of marketing implementation to bring more Admissions to school. Design and develop strategies for partner schools that help them with their academic and admission Growth.

Oct 2017 - Jun 2019

School solution manager

KB Educational Services / Proelium Learning Solutions (EDAC)

Territory Covered - UP West (Base Location - Agra)

- Business development in educational institutions along with retention ,upsell & cross sell .
- Timely collection & providing after sales support.
- Review of team & target achievement .

Jun 2013 - Aug 2017

Business Development Manager

Next Education India Pvt Ltd

Territory Covered - Chandigarh , Himachal , Punjab ,Haryana , UP ,UK , J&K

- Building relationships with existing customers for upsell and cross-sales
- Development of Dealer & channel Partner network.
- Experience in government technical and commercial bidding
- Executed BTL Marketing Activities for 6 months in states like Haryana, Punjab, Himachal, J&K & Uttar Pradesh
- Documented and resolved 250+ days Pending Payment collection & Legal
- Top Sales Employee for North, Played a Vital Role in Diocese Schools Chain in Next Education

PRODUCTS HANDLED

- SAAS (E-LEARNING) , ERP , LMS, IT HARDWARE , BOOKS & CURRICULUM , APP BASED EDTECH PRODUCTS , STEM LABS , CAREER COUNSELLING .