

Kaushal Jha

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Career Objective:

Dynamic and results-driven professional with over 9+ years of diverse experience in strategic planning, sales, marketing, and team leadership. Demonstrated success in driving business growth, improving customer satisfaction, and streamlining operational efficiency. Skilled in crafting impactful marketing strategies, managing customer relationships, and conducting in-depth market analysis. Adept at leading cross-functional teams and delivering measurable outcomes in fast-paced environments. Seeking to leverage this expertise to contribute to organizational success and long-term value creation.

Skills:

Sales & Marketing Strategy | Strategic Planning & Leadership | Market & Data Analysis | Customer Relationship Management | Digital Marketing & Branding | Process Improvement & Supply Chain Coordination

Professional Experience:

Marketing Manager

IMS | June 2024 – Present

- Developed and executed high-impact marketing campaigns to boost brand visibility and student enrollment.
- Led cross-functional teams to align marketing strategies with organizational goals, resulting in increased outreach and engagement.
- Implemented digital marketing tools and analytics to monitor campaign performance and optimize ROI.
- Collaborated with academic and marketing teams to align content delivery with audience needs, enhancing satisfaction and retention.
- Spearheaded initiatives to integrate digital learning tools, leading to increased engagement and measurable improvements.

Management Consultant

Vector Consulting Group | March 2023 – June 2024

- Optimized integrated marketing strategies and streamlined operations to drive business performance and scalability.
- Spearheaded cross-functional initiatives to align sales and marketing efforts, resulting in increased lead conversion and improved customer acquisition metrics.

- Collaborated with leading brands such as JSW Cement, Century Ply, and Fortune Metals to elevate market positioning and achieve measurable improvements in marketing ROI.
- Implemented data-driven decision-making frameworks to identify growth opportunities and optimize campaign effectiveness across multiple channels.
- Enhanced marketing automation workflows and CRM integration, leading to a significant reduction in manual processes and improved campaign turnaround times.
- Developed and executed go-to-market strategies for new product launches, contributing to a marked increase in market penetration and brand visibility.

Senior Area Sales Executive

Adani Wilmar Limited | October 2020 – February 2023

- Led regional sales operations, managing a high-performing team of 4 GTM and 3 Non-GTM distributors, along with 12 sales representatives, to consistently drive revenue growth.
- Designed and executed targeted sales and marketing strategies, significantly enhancing brand visibility and deepening market penetration.
- Collaborated closely with production and supply chain teams to synchronize sales forecasts with inventory planning, ensuring optimal stock availability and minimal wastage.
- Directed a network of 20+ promoters, achieving a 30% increase in market share within the assigned territory.
- Utilized sales performance analytics to identify trends and implement process improvements, resulting in increased operational efficiency and accelerated customer acquisition.
- Oversaw end-to-end operations for the Soap business segment, focusing on multi-region inventory control and cost optimization to maximize profitability.

Assistant Center Head

T.I.M.E. | July 2013 – July 2018

- Independently managed the Panvel center, scaling revenue from ₹2L to ₹20L within a year through strategic planning and execution.
- Led marketing and student engagement strategies for the CET product across multiple Mumbai centers, enhancing brand traction and enrollment rates.
- Organized and conducted impactful workshops and seminars at colleges and institutions to expand outreach and drive student recruitment.
- Consistently exceeded performance targets, contributing to sustained revenue growth and enhanced student satisfaction.
- Strengthened brand visibility in the competitive exam coaching space through targeted outreach and community engagement initiatives.

Educational Qualification:

Master of Management Studies (MMS)

K. J. Somaiya Institute of Management, Mumbai | 2018 – 2020

Grade: 7.5 CGPA

Bachelor of Engineering (B.E.)

Bharati Vidyapeeth College of Engineering, Mumbai / 2009 – 2013

Percentage: 70%

Personal Details:

- **Address:** 103, Gruh Laxmi, Sector-11, Kharghar, Navi Mumbai-410210
- **Date of Birth:** 15/06/1990
- **Age:** 35
- **Nationality:** Indian
- **Marital Status:** Single