

# Yash Paunikar

## Marketing and Sales Associate

A seeker, passionate about learning the finest business skills and their implementation in order to reach the highest potential for personal and organizational growth. Being solution-oriented and interested in technology, supported me so far.



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📍 Nagpur, India

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## WORK EXPERIENCE

### Associate - Student Recruitment

MSM Global Education Pvt. Ltd.

05/2022 - 09/2022

Nagpur

MSM Unify is an Edu Tech platform to simplify student recruitment process for overseas education.

#### Key Responsibilities

- Identify and approach to prospect study abroad consultants.
- Onboard the prospects and generate business for the organization.
- Provide services like program shortlisting, student counselling and application support.
- Student counselling for the UK, Canada and the USA.

### Branding Executive

Alzato Overseas Education Pvt. Ltd

10/2020 - 04/2022

Indore, Madhya Pradesh

Indore based Overseas Education Consultancy working pan India.

#### Key Responsibilities

- Create [Youtube](#) and [Instagram](#) videos promoting study abroad destinations such as Italy, UK and Canada.
- Extract leads of budding Study Abroad Consultants for B2B tie-ups
- Work on internal projects like [Website](#), Marketing collateral, Google My Business, Social Media optimization, and considerably more.
- Manage and operate Microsoft Office 365 Administrator account.

### Sales Executive

Pioneer Infrastructures

12/2019 - 06/2020

Nagpur

Nagpur based real estate construction company.

#### Key Responsibilities

- 100 Outbound calls to cold and hot leads.
- Assist customers for site visits.
- Manage marketing campaigns and property expos in connecting cities.

## EDUCATION

### Bachelor of Business Administration

Alagappa University, Tamil Nadu

01/2021 - Present

Karaikudi

### Diploma in Electronics & Telecommunication

Government Polytechnic College, Gondia

07/2014 - 05/2017

Gondia

### SSC

Dinanath High School

06/2013 - 04/2014

Nagpur

## SKILLS

Communication skills

Branding

Sales

Problem Solving

Office 365

Marketing

Troubleshooting

Relationship Building

MS Office

Leadership

Counselling

Presentations Skills

## PROJECTS

Website Landing Pages

Partner's Portal (Alzato Assist)

V-tiger CRM Integrations and Tech Infusions

Internal and External Branding

## LANGUAGES

Marathi

Professional Working Proficiency

Hindi

Professional Working Proficiency

English

Professional Working Proficiency

## INTERESTS

Tech Infusion

Content Creation

Book Reading

Travelling

Learning New Skills