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📍 Pratapgarh, Uttar Pradesh

EDUCATION

- **Master of Business Administration**, IIM Bangalore (2018-20) **CGPA: 2.4/4.00**
- **Bachelor of Technology**, IIT Guwahati (2013-17) **CGPA: 6.96/10.00**
- **Class-XII**, Government Higher Secondary School (MPBSE, 2012) **90.40% (Class Rank 1/75+)**
- **Class-X**, R.V.M. Higher Secondary School (MPBSE, 2010) **87.83% (Class Rank 1/75+)**

WORK EXPERIENCE

Oct'21-Aug'23 (23 months) **Edvizo Media Pvt Ltd, Patna** *Co-founder*

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|-----------------------------------|--|
| <i>Recruitment & Training</i> | <ul style="list-style-type: none"> • Interviewed 2500+ candidates; Hired & Inducted 70+ employees & 200+ Interns in 40+ batches • Defined roles & responsibilities, incentive structure & training architecture for sales hierarchy |
| <i>Product Mgmt</i> | <ul style="list-style-type: none"> • Streamlined onboarding, lead mgmt, & telecalling through CRM, HRMS, & Cloud calling platforms • Worked with CRM team for the implementation of sales accounts, reports, & stage automations • Worked with HRMS team for the customization of candidate onboarding as per company policy |
| <i>Sales & Marketing</i> | <ul style="list-style-type: none"> • Managed a team of 50+ full time resources and 100+ interns working for B2B and B2C tie-ups • Conducted NLCEE exam in Bihar; 1.5L+ regs from 4k+ schools, 300+ exam centres, 5k+ volunteers • Successfully onboarded 1500+ coachings, 80+ colleges, & 25+ online skilling & testing platforms • Reached out to 2000+ companies and generated revenue worth INR 10L+ through sponsorship • Generated INR 15L+ revenue through 4k+ counselling registrations and 50+ coachings admission • Visited 100+ hostels, 50+ coachings, & 20+ schools; Collaborated with 20+ brokers for admission • Planned & implemented offline marketing campaigns for visibility & lead generation (15K+ leads) |
| <i>Ops & Misc.</i> | <ul style="list-style-type: none"> • Collaborated with Techfest, IIT-B & took a contingent of 30 students for a 5-day educational visit • Planned & ensured smooth conduction of offline NLCEE exam across 27 districts & 300+ centres • Prepared financial model, scale-up plan, MIS, monthly & quarterly review deck for investor calls |

Sep'20-Sep'21 (12 months) **Bharti AXA Life Insurance Co.** *Manager – Distribution Strategy*

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|---------------------|---|
| <i>Recruitment</i> | <ul style="list-style-type: none"> • Operationalized new distribution channel, onboarded 500+ agents & generated 1.5Cr+ revenue • Candidate sourcing – increased candidate count by 4X, and decreased sourcing cost by ~87% • Increased interview and onboarding count by 4X through process refinement and outsourcing |
| <i>Product Mgmt</i> | <ul style="list-style-type: none"> • Closely worked with HRMS & IT team to simplify & streamline the remote onboarding journey • Worked with the CRM and IT team to customize the CRM platform as per channel requirement • Created a proposal to suggest a better onboarding and payout platform; 40% cost saving/ agent |
| <i>Sales</i> | <ul style="list-style-type: none"> • Ensured induction & certification of 500 agents; Coordinated with HR, Ops, IT & Training teams • Prepared monthly business review decks, RnR decks, distribution strategy & engagement decks • Conceptualized & Managed Program, increased customer meetings per sales-person by 100% • Attended 100+ customer meetings; Ensured login & issuance of 50+ policies, & agent incentives |

INTERNSHIP

Apr'19-May'19 **Mondelez India Foods Pvt Ltd, Patna** *Sales & Marketing*

- Operationalized new *RTM model* across **INR 1.5 Crore** Monthly sales territory, **2.6K+** outlets, **30+** sales reps
- Developed one-stop KPI & Sales Rep **performance tracker** to bridge gap between SE and sales reps supervisor
- Conducted market and distributor visits to understand pain-points of model, and DSR meetings to drive KPIs
- Increased Effective **Brand Distribution** of Bournvita All Drinks & Biscuits by 12% across assigned territory
- Improved Productivity by **9%**, Effective Coverage by **19%**, experienced **18.5% value growth** in assigned territory

INTERNSHIP

Apr'20-July'20

Edvizo Media Pvt Ltd, Bangalore

Project Management

- Developed pitch deck, presented idea in front of **300+** investors, company received seed funding of **\$150,000**
- Interviewed **100+** potential candidates, mentored **30** tele sales interns, generated **500+** positive customer leads
- Incorporated feedback and quality check mechanism; generated **42K+** student traffic through online campaign

Dec'17-March'17

Edvizo Media Pvt Ltd, Bangalore

Project Management

- Developed sales pitch for five products & services, mentored **30+** sales interns working in eight major cities
- Improved client acquisition by five folds (to 40 per intern), onboarded more than 800 clients during internship
- Liaison between clients and legal team, facilitated **data sharing** by clients by incorporating legal agreement

POSITIONS OF RESPONSIBILITY

Team Leader

- **PoC, 1/70+**, Carrom, coordinated a team of **15**, Intra-college sports tournament, *Spardha*, IIMB'18
- **Organizer**, *Femina Campus Princess* auditions, North-East India region, **30+** participants, IITG '16
- **Public Relations & Branding Head**, led a team of **100+**, Annual Cultural Fest, *Alcheringa*, IITG '16
 - Spearheaded campaigns, increased participant count by **30% (to 3500)**, *Alcheringa*, IITG '16
 - Coordinated with **150+** volunteers, **350+** colleges, attracted **50K+** audience, *Alcheringa*, IITG'16
 - Supervised auditions, **10** cities, executed nationwide publicity, **40+** events, *Alcheringa*, IITG '16
 - Attempted **Guinness World Record**, largest human format'n, Rupee symbol, *Alcheringa*, IITG'16

Team Member

- **Event Manager**, Fashion Designing, onboarded **15** teams, **300+** participants, *Alcheringa*, IITG '15
- **Senior Coordinator**, *Sports Council*, Budget **INR 40 lakhs+**, **5** major events, **PoC – Tennis**, IIMB '19
 - Selected (**1/12** out of **30+** candidates); Handled 2 inter and 3 intra-college events, footfall **4K+**
- **Marketing Team Member**, led a team of **10**, footfall **10K+**, Annual Sports Festival, *Spirit*, IITG '15
- **PR Team Member**, pitched fest in **30+** National level colleges, **100+** attendees, *Alcheringa*, IITG'15

AWARDS AND ACHIEVEMENTS

Academics

- Consistently **Ranked 1** in a batch of **75+**, consecutively for **8 years**, R.V.M. & Govt. H.S.S. '05-'12
- **Awarded INR 5K**, surpassed previous record of highest percentage achieved, Govt. H.S.S. '12
- Received **Student Encouragement Award**, *Government of Madhya Pradesh*, rewarded **INR 25K**
- Awarded **Student of the Year**, excellent academic performance and leadership qualities in **XIIth**

Others

- **Awarded PPI**, successfully operationalized new RTM model at 2 distributor points, Mondelez'19
- **Public Relations & Branding Head**, selected among **22** candidates, *Annual Cult Fest*, IITG '15-'16

EXTRA CURRICULAR ACTIVITIES

- **Placement Tracker**, *Summer Placements '20*, facilitated placements of a batch of **441** across **150** firms, IIMB'19
 - Tracked candidate for **5** companies, handled **20** panels, ensured implementation of scheduled interviews
- **Elected Representative**, **2/70+**, Section PoC team, collecting student feedback & menu improvement, IIMB'18
- **Runners-up**, Carrom, **6** participating teams, **30+** participants, Intra-college sports event, *Spardha*, IIMB '18
- **Volunteer**, Infra team, *Eximius*, National entrepreneurship summit, more than **50** events, footfall **24K+**, IIMB'18
- **Volunteer**, taught more than **200** underprivileged children weekly, *Zero illiteracy programme*, NSS, IITG '16-'17
- Selected (**5/30+**), *Creative Speaking Club*, created anchoring content for **30+** events across campus, IITG '15-'16