

# Abhinav Jain

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## Objective

To learn, positively contribute and grow with an entrepreneurial organization..

## Summary

- With 8.5+ years of experience in GTD (getting things done) & growth hacking, I bring a never say die attitude to the team
- Diverse experience from startup, education, training, skills development and recruitment sectors
- Strong understanding of academia & institution segment, government & private stakeholders, end users of similar service industries and startup space
- Experienced in national level projects from ideation to execution and impacts assessment level
- Highly customer focused and detail oriented
- Trained more than 2000 freshers on soft/career skills as a freelancer

## Experience

### **Freelance SME Consultant, Skills Trainer & Facilitator (July 2016 – Present)**

*Achieved more than 95% attendance and compliments from startup participants*

- Provided consultation & implementation support for community marketing, online communication, event website, registrations, payments, participants short listing, stakeholder delight and operations support for a national event [StartUpBio](#) from [IBAB, Bangalore](#)  
Worked with 200+ startups, 30+ mentors, 20+ investors, 50+ volunteers, 10+ staff and 3 vendors  
Reported to Dean - Academic Affairs

Additional Tools Used: MySQL DB using phpMyAdmin

- Providing consultation for fresher hiring & induction training in a SME [Futura Kitchen Sinks India Pvt. Ltd., Bangalore](#)
- Training youth in various institutions for soft skills, career skills and CRT (Campus Recruitment Training)

### **National Entrepreneurship Network**

#### **Assistant Manager – Student Entrepreneurship Development March 2015 – June 2016**

*Achieved target of reaching to 55,000 students and impacting 25,000 students by online & offline programs across India*

- Dealt with 500+ member institutions, 100+ startups, 50+ key faculties, 50+ key organizations: FADV-First Advantage Bangalore, Westland-Tata Publication Chennai, Snapdeal Gurgaon, Rang Rege Indore, Studybud Jaipur, Kwality Photonics Hyderabad,  
Coordinated with 8 team members, 5 regional manager, 3 in house teams, 3 vendors, 1 intern  
Reported to Sr. Manager and Director of Team
- Managed [SmartE- The Apprentice Challenge](#) -India's first experiential entrepreneurship learning online competition
  - Responsible for project's over all deployment, concept sale, identification & tie-up of startup

theme partners, online & offline promotion in communities, final conceptualization, driving participation, monitoring post & pre event activities, analysis and reporting

- Identified training needs for student's start up community across the country, supported seniors for content customization, verification, delivery and providing feedback to content development team
- Tracked and facilitated execution of new high impact programs for engagement and development of student community. Like: [E Week](#), MOOC, Online skill development webinars
- Interacted with startups to additionally support SME team for meet ups, boot camps, community marketing, event promotions, webinars

Additional Tools Used: Gotowebinar.com, Wordpress, Wufoo

### **TeamLease Services Pvt. Ltd.**

**Assistant Manager – Retail Learning Services**

**October 2014 – March 2015**

- Ensured implementation of marketing strategies, development and communication for franchise business of retail learning division branded as IIJT with 70+ franchise's owners, marketing and counseling staff
- Reporting under VP RLS - Coordinated with 8 regional & divisional managers, 12 team members, 5 vendors to initiate digital marketing for IIJT franchise business and brand enhancement campaign through revamp of [IIJT website](#)

Additional Tools Used: Facebook and Google analytics reports

### **Essence Learning**

**Marketing Manager**

**July 2012 – September 2014**

*Achieved momentum in the business with average admission rate of 15 students per month per batch within one year*

- Reporting into Founder Director, managed overall marketing, promotions and lead generation for this untraditional skill development startup.
- Dealt with 800+ student, 100+ parents, 50+ institutes, faculties & placement officers, 20+ admission agents, counselors & trainers
- Shouldered additional responsibility of Operations management in the times of need

Additional Tools Used: MailChimp & Google form

### **Shiksha Advisory & Educational Services Pvt. Ltd.**

**Senior IT Recruiter**

**February 2008 – March 2010**

*Promoted and moved to mid-senior management hiring in the IT product development within a year's time*

- End to end Recruitment for IT and few Non-IT requirements with key focus on the premium institute's candidates (IITs, IIMs, NITs)
- Had many recruitment wins on Web 2.0 technologies and mid to senior level tech recruitments

Additional Tools Used: monster.com, naukri.com, timesjob.com, proprietary DB management tool

## Early Career

March 2004 – September 2007

- **Penguin Center for Learning** - Business development manager - *Developed and managed from Eight Sub Tally Academies to Twenty within my job tenure which included logistic operations, sales & process of study materials*
- **Buoyancee Personality Development Institute** - Service Marketing & Office Support Executive - Actively participated & met with head of the schools for promotional events & service sales within Bangalore's schools and lead a team of fifteen trainees for a seven days awareness program

## Educational Qualification

Dual Degree & Dual Specialization PGDBM (Marketing & Finance) & MBA (Marketing), 2010-2012 *from Sri Bhagawan Mahaveer Jain College Center for Management & Entrepreneurship, Jayanagar, Bangalore*

*PGDBM Independent Research Project*

Study on consumer perception and attitude towards packaged fruit drinks and juices in Bangalore

## Certifications, IT & Tools Knowledge

- Toastmasters International Competent Communicator - 78% August, 2012 Top Three in College
- Advance Diploma in Hardware & Networking from Jetking Infotrain Institute, Bangalore
- Good command on Microsoft Office & similar open source tools
- Basics of digital & social media marketing, SPSS and most common tools

## Personal Details

Married, 33 years old, proficient in English & Hindi