SHIV KUMAR SHARMA

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CAREER SUMMARY:

Highly accomplished Admission Manager with over 8 years of experience in academic advising, strategic business development, and optimizing end-to-end admissions processes within the higher education sector. Proven expertise in designing and executing high-impact Outreach and Below-The-Line (BTL) activities (events, fairs, seminars) that consistently drive enrollment growth and university visibility, specifically across Rajasthan and Jaipur. Skilled in team leadership, CRM utilization, data-driven strategy development, and effective stakeholder engagement to ensure operational excellence and meet aggressive annual admission targets.

WORK EXPERIENCE:

CAREERBODH.COM, JAIPUR

Admissions Officer | January , 2025 – December, 2025

- Directed the end-to-end admissions process for partner Universities, focusing on workflow optimization, documentation, and operational efficiency across all verticals, leading to a 15% reduction in application processing time.
- Designed and implemented effective Outreach and BTL campaigns, including 20+ high-volume college fairs, educational seminars, and workshops throughout Jaipur and Rajasthan, generating 3,000+ qualified leads.
- Led a team of 12+ counselors managing student counseling, application review, and document verification, ensuring high-quality candidate engagement.
- Executed diversity-focused recruitment strategies that successfully contributed to meeting annual admission targets with a 5% surplus in Q2.
- Reported actionable insights and performance analysis to senior leadership for continuous process improvement, leading to a 10% increase in lead-to-conversion rate.

Lovely Professional University, JAIPUR

Admissions Officer | November, 2022 – December 2024

- Led Rajasthan Region with 25+ Districts for Outreach and Promotional Activities for University. Focus on LPUNEST Applications with YoY Growth of 20% in Applications for University.

Cover Major Cities for admissions in Rajasthan i.e. Jaipur, Jodhpur, Udaipur, Sikar, Sri Ganganager, Alwar, Bikaner, Tonk, Ajmer, Bharatpur, Mahua(dausa) .. for Education Fairs and Sessions for the University.

- Responsible for all Admissions Support and University Contact Person after admissions in region for admissions support on behalf of University.
- Analyzed admissions data to identify trends, enabling data-driven strategies that enhanced lead-to-admission conversion rates by 15%.
- Developed and presented actionable reports to university leadership, supporting strategic decision-making and process improvements.
- Represented the university at college fairs and outreach initiatives, increasing brand visibility and prospective student engagement by 25%.
- Collaborated with marketing, academic, and financial aid teams to create a cohesive, student-centric admissions experience, boosting overall applicant satisfaction.

Admission Gurukul.com, Jaipur

Admissions Manager January, 2020 - October 2022

- Spearheaded the overall functioning of Sales & Marketing, formulating business plans, strategy, and budgeting to achieve aggressive targets for new program ideas.
- Developed and implemented the comprehensive marketing strategy, including planning and execution of market research and analysis specifically for the Rajasthan region.
- Managed end-to-end BTL outreach events, participating in promotional initiatives, delivering presentations to parents, and providing expert career counseling.
- Liaised and negotiated contracts with external Education Consultants across North India and with Career Fair/Event management companies, ensuring maximum team participation and results.
- Designed and drafted all marketing collateral, including brochures, handouts, e-mailers, and bulk SMS communications.

COLLEGEDEKHO

Sales Associate - Senior Academic counsellor - May 2016- Jan, 2019

- Delivered end-to-end academic counseling (Face-to-Face and tele-calling) to students and families, educating them on the university admissions process, trends, and testing requirements to facilitate wise decision-making.
- Maintained deep familiarity with published academic rules and regulations, ensuring advising resources were current and compliant with college and University policies.
- Managed and streamlined the organization of BTL activities, including events, seminars, counseling sessions, workshops, and campus tours, to enhance student engagement and lead generation.
- Ensured rigorous data integrity by maintaining comprehensive records for every student in the CRM system, tracking admission decisions/statistics, and producing accurate daily performance reports.

CORE COMPETENCIES

- SALES & REVENUE LEADERSHIP: Revenue Growth | Consultative Selling | Pipeline Management | Quota Setting | Enrollment Optimization | Inside Sales | Strategic Planning & Growth
- ADMISSIONS & OUTREACH: Student Recruitment & Counseling | Outreach & BTL Execution | Event Management & Logistics | Policy Adherence & Compliance | Market Research & Trend Analysis
- CRM & DATA STRATEGY: CRM & Admission Software (LeadSquared, Merrito) | Data Analysis & Reporting | Predictive Lead Scoring | Lead Routing | Leakage Reduction | AI-Driven Workflows | Problem-Solving & Decision-Making
- OPERATIONAL LEADERSHIP: Team Leadership & Development (Hiring & Coaching) | Admissions Process Optimization | Stakeholder Engagement & Partnership | Budget & Resource Management | Process Optimization | Conflict Resolution & Teamwork | Time Management & Adaptability

ACHIEVEMENTS:

- Exceeded Enrollment Targets by effectively managing the admissions pipeline and optimizing recruitment strategies across multiple organizations.
- Team Leadership & Productivity: Led a team of 350+ admissions professionals (Careerbodh.com), fostering a high- performance culture and achieving a documented 70% increase in team productivity.
- Operational Excellence: Effectively managed and resolved unexpected admissions challenges, maintaining critical admissions timelines during high-volume periods.
- Industry Recognition: Recognized with the Best Officer Award (Lovely Professional University, Punjab) and the Admission Champion Award (CollegeDekho.com).

EDUCATION:

2008-12 | Rajasthan Technical University - Kota

- B.Tech in Information Technology
- Senior Secondary (12th) Science
- High School (10th) with 66%

SKILLS:

- Self-Motivation, Resilience, Proactiveness
- Time Management
- Attention to Detail
- Accountability