

# SHRADHA SHARMA

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## Skills and Certifications

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**Skills:** Branch Operations Management, Project Management, Customer Service and acquisition, Business Development

**Certifications:** Certificate in Leadership and Motivation in Organizations, Professional and Life Skills, Advance Excel

**Other Skills:** Proficient in MS Office Suite (Word, Excel, PowerPoint), Experienced in CRM systems and Finacle software

## Experience/Projects

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### Desh Bhagat University

April 2025 – Present | Chandigarh Region

*Deputy Director-Admissions and Operations*

- Spearheading end-to-end admissions operations, resulting in a consistent increase in student enrollments through strategic outreach and process improvements.
- Managing and mentoring a growing team, including counselors and field staff, to ensure effective lead generation, student engagement, and conversion.
- Organized and executed successful school outreach programs and seminars across key districts, enhancing university visibility and strengthening brand credibility.
- Established streamlined SOPs for CRM data entry, lead tracking, and follow-ups to maintain real-time visibility on application statuses and ensure zero lead leakage.
- Collaborated with the marketing department to define campaign needs; escalated manpower requirements and followed up for approvals to support regional growth plans.
- Introduced referral-based enrollment initiatives with proper documentation and President-level approval to track source-wise admissions.
- Coordinated across departments for smooth student onboarding, ERP updates, and inter-departmental academic alignment, ensuring operational efficiency.
- Maintained effective communication with school principals and coordinators to schedule counseling sessions and establish long-term institutional partnerships.
- Played a key role in enhancing the structure and documentation for internal reporting, planning, and decision-making support.

### National Finishing and Culinary Arts organization

Sep 2023 – March 2025

*Branch Manager*

*Ludhiana, India*

- Conducted one-on-one counseling sessions with students and their families, providing detailed information on academic programs and guiding them through the application and enrollment process, ensuring alignment with institutional goals.
- Developed and implemented academic and marketing strategies to enhance student engagement and increase enrollment, contributing to the institution's visibility and reputation for excellence.
- Managed corporate partnerships and collaborations, identifying opportunities for academic growth and strengthening ties with industry partners to promote innovative learning experiences.
- Conducted consistent follow-ups with prospective students and leads, ensuring successful conversion rates and achieving targeted recruitment goals.

- Utilized CRM software and data-driven approaches to track and manage student interactions, applications, and performance metrics, ensuring organized and efficient academic and administrative processes.
- Supported the development and execution of strategic initiatives to elevate academic quality and attract diverse student populations, fostering an inclusive and vibrant learning community.
- Worked closely with faculty and administrative teams to streamline academic planning, curriculum delivery, and accreditation processes, ensuring the institution meets and exceeds quality assurance standards.

### **Maharishi Markandeshwar University**

*Assistant Manager, Ambala*

**Jan 2021 – April 2023**

*Ambala, India*

- Supported academic excellence by monitoring faculty development programs, encouraging innovative teaching methodologies, and fostering a culture of continuous learning.
- Collaborated with placement teams to identify career opportunities, arrange campus recruitment drives, and achieve high placement success rates for students.
- Conducted training programs and workshops for students to enhance employability skills, bridging the gap between academic learning and industry requirements.
- Established a robust alumni network, organizing events and initiatives to strengthen alumni relations and leverage their support for mentorship, internships, and placements.
- Organized and coordinated alumni networking events to strengthen community ties and encourage alumni involvement in academic and professional development initiatives.

### **HDFC BANK**

*Assistant Manager*

**March 2016 – Oct 2019**

*Noida, India*

- Handled customer inquiries in a prompt and professional manner via live chat, ensuring resolutions were achieved swiftly and maintaining high levels of customer satisfaction.
- Utilized CRM software to track customer interactions, ensuring a seamless follow-up process and a personalized experience for each client.
- Assisted clients in navigating online banking services, ensuring they were well-informed and comfortable with digital payment processes and tools.
- Provided proactive customer support via chat and other digital communication channels, responding to inquiries and resolving issues related to account status and payment concerns.
- Maintained accurate records of client accounts, ensuring timely updates on payment status and history, and providing clients with clear and precise information when needed.
- Negotiated settlements with clients facing financial difficulties, working toward mutually beneficial outcomes while maintaining a customer-centric approach.
- Collaborated with the Collections Manager to set department goals and develop performance metrics, driving team alignment with organizational objectives.

### **Muthoot Group**

*Customer Relationship Executive*

**Sep 2014 - Feb 2016**

*Delhi, India*

- Engaged in proactive cold calling to identify potential clients and encourage them to visit the branch for personalized

consultations.

- Persuaded prospective clients by highlighting the benefits of Muthoot Group's products and services tailored to their needs.
- Built rapport with new clients through effective communication, creating trust and motivating them to explore solutions in-person.
- Followed up with leads to ensure successful conversion from inquiries to branch visits, contributing to customer acquisition targets.
- Organized client engagement events to showcase Muthoot's offerings and attract new customers to the branch.

## Ambala Central Co-operative Bank

Nov 2012-May 2014

Office Operations Assistant

Ambala, India

- Processed and fulfilled customer modification requests promptly, enhancing customer satisfaction while encouraging repeat business and cross-selling opportunities.
- Managed the creation of customer profiles and accounts with attention to detail, ensuring a hassle-free onboarding process that boosted customer acquisition.
- Actively promoted relevant products and services during customer interactions, helping to increase product adoption and drive branch revenue
- Facilitated the seamless opening of saving accounts, ensuring a smooth and personalized experience, contributing to increased customer engagement and retention.

## Personal Projects/Awards & Achievements

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- **Consistently Achieved Annual Revenue Targets:** Recognized for meeting and exceeding annual revenue goals, contributing significantly to organizational growth.
- **Excellence in Operational Management Award:** Awarded for optimizing branch operations, resulting in a 15% increase in efficiency and a 10% boost in profitability.
- **Employee of the Year at Maharishi Markandeshwar University:** Honored for outstanding contributions to student engagement and successful alumni relations initiatives, leading to a 10% increase in enrollment..

## Education

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- Masters in Business Administration-Human Resource Management and Marketing **Punjab Technical University**  
**Aug 2008 – Sep 2010**
- Pursuing a Master of Business Administration with a focus on Business Analytics **Amity University**  
**July 2023 - Aug 2025**