

RISHI KUMAR

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EDUCATIONAL QUALIFICATIONS

| Course/Examination | Institution/University | Year of Passing | Performance |
|------------------------------------|---|-----------------|-----------------|
| BBA(Financial Investment Analysis) | Shaheed Sukhdev College of Business Studies (University of Delhi) | 2022 | 7.95CGPA |
| AISSEE (Commerce) | Rajkiya Pratibha Vikas Vidyalaya sector-10 Dwarka, New Delhi | 2019 | 87.8% [439/500] |
| AISSE | Rajkiya Pratibha Vikas Vidyalaya sector-10 Dwarka, New Delhi | 2017 | 10 CGPA |

TECHNICAL SKILLS

- **Microsoft Power BI:** Advanced data analysis using **DAX**, **data visualization** and producing actionable reports
- **Microsoft Office:** (Excel, PowerPoint, Word), complex spreadsheets, presentations, and professional documents

WORK EXPERIENCE, INTERNSHIPS, STARTUP

- **Orchids The International School – PAN India Business Development Manager for Boarding Schools** [June 2024 Onwards]
 - **Market Development:** Collaborated with local educational consultants and executed BTL (Below The Line) activities radio, newspaper insertions, and hoardings to develop markets in Leh-Ladakh, Bihar, and Jharkhand
 - **Team Leadership:** Led a team of 6 members, consisting of counselors and telesales representatives, Audited calls of the sales team and provided necessary training to enhance performance
 - **Lead Management:** Assigned and managed leads from our in-house CRM portal to counselors and telesales team
- **Entrance Kaksha – Founder & CEO** [November 2020 – Oct 2023]

Sales and Marketing Achievements:

 - Generated a revenue of INR **8 lakhs** by teaching **350+** students from all over the country over this period
 - Executed a **100% organic** marketing campaign through **YouTube**, resulting in a **40% boost** in program enrollment

B2B Initiatives:

 - Collaborated with **Disha Publication** to rebrand their 3 best-selling books and integrated them into course curriculum
 - Forged partnerships with **5 YouTube channels** to promote our products and courses in return for commissions

Entrepreneurial Skills and Initiatives:

 - Launched a fully operational **web-app and mobile app** developed by **Classplus** on both the Play Store and App Store
 - Managed **15+ employees**, managing recruitment of **educators, filmmakers, and counselors** for the establishment

Educational Initiatives:

 - Provided Career Counseling to 2000+ students, aiding in their acceptance into top business institutions
 - Designed Online crash courses on **Udemy** with an average **rating of 4.5 stars** for undergraduate management exams
- **Hack2skill – Business Development Executive** [June – October 2022]
 - Established partnerships with **ten Web 3 startups**, orchestrating **5+ events and hackathons** with 100+ participants
 - Organized **3 AR/VR meet-ups** in Delhi, attracting **500+** participants and fostering valuable business relationships
 - Managed Hack2skill's **YouTube** channel, driving a **50% rise in subscribers** and **75% increase in monthly views**
- **Bookmyppg – Business Development Associate** [7 months, March – September 2020]
 - Encouraged **PG property** owners to register their properties under **Bookmyppg**, resulting in a **30%** increase in registered properties and a **20%** rise in bookings within the first three months
 - Managed grievance redressal services to address student concerns, leading to a **25% decrease** in complaints related to accommodation issues and improvement in overall satisfaction ratings among students

AWARDS AND ACHIEVEMENTS

Personal Awards & Achievements

- **Cleared NMMS – Scholarship Examination – Science Branch of Directorate of Education** [2015]
- **Secured Positions – Zonal Level Yoga Competition – Directorate of Education** [2015 - 2018]
- **Team Awards & Achievements**
- **As a member of (National Children Science Congress) – Inter zonal level – NCSTC** [2017]
- **As a member of (Science Model Exhibition) – State level – Directorate of Education** [2017]

POSITION OF RESPONSIBILITY

- Represented as a student delegate during a **SAARC delegation** visit to the school, contributing insights on **United Nations Sustainable Goals** fulfillment showcasing effective communication
- Attended **UNESCO's** Global Education Monitoring Report in 2018 as a student representative, gaining insights into global education trends and policies

OTHER INTERESTS AND ACTIVITIES

- Creates educational and informative YouTube content on exam topics, **Channel Links:** [RishiGoley](#) and [Edukhabari](#)
- Achieved **1.2k and 1k subscribers** in first 6 months and over **250k views** on both YouTube channels