



shyam kishor yadav

Workforce Engagement
Leader

Contact

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Rajasthan, 302004

About Me

I hold an MBA in Marketing and bring hands-on experience in hard marketing and sales. I am a quick learner with a creative mindset and a strong drive to achieve results. My background in psychology helps me better understand customer behavior and tailor sales strategies effectively to improve targeting and conversion. I am passionate about combining data-driven marketing with human insight to deliver impactful outcomes.

Skills

- Team Leadership & Coaching
- EdTech Sales & Admission
Counselling
- Performance Tracking & Target
Setting
- Lead Management & Follow-up
Strategy
- Conflict Resolution
- Reporting & MIS
- CRM & Dialer Tools
- Staff Motivation & Training

Language

- English
- Hindi

Education

Master of Business Administration	2022 – 2024
NIMS University Jaipur Rajasthan	
Master of Arts in Psychology	2018 – 2020
Lalit Narayan Mithila University Darbhanga, Bihar	
Bachelor of Arts in Psychology	2015 – 2018
Lalit Narayan Mithila University Darbhanga, Bihar	

Experience

Team Leader – Admission Department	Jan 2025– Present
Geduconnect Pvt. Ltd., Jaipur, Rajasthan	

Result-oriented and motivated Team Leader with hands-on experience in the EdTech industry, currently leading a successful team at Geduconnect Pvt. Ltd. since January 2025. Strong background in sales-driven admissions, team coaching, and CRM operations. Known for consistently achieving enrollment targets, improving team performance, and building a positive student experience.

Business Development Executive	June 2024 – Dec 2024
Justdial Pvt. Ltd., Jaipur, Rajasthan	

Onboarded and supported SMEs with Justdial business listings, using cold calling to promote premium services that enhanced client visibility and ROI. Consistently achieved sales targets while building strong client relationships and ensuring long-term engagement.

Founder – CSC & Heera Computer Institute	2016– 2022
Self-Employed Samastipur, Bihar	

As Founder of a government-authorized CSC & Heera Computer Institute, I operated across Samastipur, Darbhanga, and nearby districts from 2016 to 2022. I delivered a wide range of services including digital, banking, life insurance, and travel & tourism (ticketing and tour packages). I conducted PMGDISHA training and offered computer courses to promote digital literacy. Additionally, I facilitated enrollment in government schemes like Ayushman Bharat and E-Shram, onboarded local FMCG shops to the CSC eStore platform, and supported B2B service expansion. My focus on timely, transparent service built strong trust within the local community.

References

Akshay Panwar

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Satyam Verma

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