

REEMA KUMARI

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TEAM LEAD AND ASSISTANT BRANCH MANAGER

OBJECTIVE

Recruitment Specialist | 5+ Years Experience

Results-driven talent acquisition expert skilled in Boolean search, ATS management, and overseas educational hiring. Proven success in scaling product-based teams, optimizing hiring strategies, and ensuring cultural and technical fit. Strong communicator, adept at data-driven recruitment, compliance, and organizational growth. Passionate about creating efficient hiring processes that drive business success and employee development.

WORK EXPERIENCE

IMPERIAL SCHOOL OF BANKING AND MANAGEMENT STUDIES - Admissions Manager JANUARY 2025-PRESENT

- Led a team handling phone calls, demos, sales, and post-sales processes to ensure seamless admission operations.
- Consistently achieved and surpassed monthly and quarterly targets for enrollments, revenue, and collections.
- Trained and mentored Admissions Counselors in sales strategies, inside sales management, and effective communication techniques.
- Promoted Venture's unique on-campus model to prospective students, strengthening brand positioning.
- Managed and optimized HubSpot CRM for database management, tracking daily sales activities, and maintaining accurate records for data-driven decision-making.
- Implemented structured follow-up processes to improve lead conversion rates and enhance the student enrollment experience.

TEAM LEAD AND ASSISTANT BRANCH MANAGER SATGURU OVERSEAS EDUCATION PVT. LTD Jan 2024 – Dec 2024

- Leading recruitment strategies for multiple departments, ensuring timely fulfillment of technical and non-technical roles.
- Utilizing Boolean search techniques and ATS tools to source and manage top-tier candidates.
- Managing the full-cycle recruitment process, including talent sourcing, screening, interviewing, and onboarding.
- Ensuring candidate alignment with technical requirements and cultural fit within the organization.
- Conducting data analysis and reporting to improve hiring efficiency and retention rates.
- Collaborating with leadership to define recruitment goals and talent acquisition strategies.

AZENT OVERSEAS EDUCATION PVT. LTD - Recruitment and Talent Acquisition

Jan 2023 – Jun 2024

- Successfully managed end-to-end hiring for niche roles within study abroad education teams.
- Utilized Boolean search, market mapping, and ATS-based sourcing to identify top-tier candidates.
- Led candidate assessments, including technical screenings and behavioral evaluations.
- Negotiated compensation packages to align candidate expectations with company offerings.
- Implemented data-driven recruitment strategies to enhance hiring metrics and optimize timelines.

IDP EDUCATION PVT. LTD - Senior Recruitment Consultant

Jun 2022 – Dec 2022

- **End-to-End Process Management:** Managed the entire application process for students applying to universities in the UK and Ireland, from initial consultation to final acceptance.
- **Student Counselling:** Conducted in-depth counselling sessions to understand students' educational backgrounds, career aspirations, and personal preferences, providing tailored guidance and support.
- **University Liaison:** Built and maintained relationships with university representatives to stay updated on admission criteria, program offerings, and scholarship opportunities.
- **Event Coordination:** Oversaw event registration and logistics, ensuring the seamless execution of educational fairs, seminars, and workshops. Provided event counselling to help students make informed decisions.

- **Application Support:** Assisted students with university applications, including document preparation, essay writing, and interview preparation. Offered personalized feedback and support to enhance the quality of applications.
- **Visa Assistance:** Guided students through the visa application process, ensuring all necessary documents were completed accurately and submitted on time.
- **Information Sessions:** Organized and led informational sessions for prospective students and their families, covering
- **University Fairs:** Represented the organization at various university fairs, engaging with a wide range of students and parents. Provided comprehensive information about study opportunities in the UK and Ireland.
- **Training and Development:** Continuously updated knowledge of the UK and Ireland education systems, staying informed about changes in immigration policies, scholarship availability, and new academic programs.

**MERIDEAN OVERSEAS EDUCATION CONSULTANT PVT. LTD -
Talent Acquisition and Leadership - Europe Head (India Region) -**

Feb 2018 - Jun 2022

Talent Acquisition and Leadership

- Led recruitment initiatives for multiple geographies and niche hiring domains.
- Trained and mentored recruitment teams to ensure best hiring practices.
- Developed recruitment marketing strategies to attract top-tier professionals.
- Spearheaded cross-functional hiring projects across global teams.

Team Leadership: Led a team of counsellors across multiple branches, providing guidance and support to ensure consistent, high-quality service.

- **Training and Development:** Conducted regular training sessions for all branches, equipping staff with the latest information and best practices in European education
- **Program Management:** Managed the complete process for student applications to European universities, covering all countries within the region.
- **Strategic Planning:** Developed and executed strategies to enhance the organization's presence and effectiveness in the European education sector.
- **Stakeholder Engagement:** Maintained strong relationships with European universities and education bodies to stay updated on new programs, changes in admission criteria, and partnership opportunities.
- **Event Coordination:** Organized and led regional training events, workshops, and seminars focused on European education for team members and prospective students.
- **Performance Monitoring:** Regularly reviewed team performance and provided feedback to ensure continuous improvement and achievement of targets.
- **Student Counselling:** Conducted comprehensive counselling sessions to understand students' educational backgrounds, career aspirations, and personal preferences, providing tailored guidance and support.
- **University Liaison:** Established and nurtured relationships with university representatives to stay updated on admissions criteria, program offerings, and scholarship opportunities.

EDUCATION

MBA (HR) - BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY (A CENTRAL UNIVERSITY)

2016 - 2018

BACHELORS IN SCIENCE - PURVANCHAL UNIVERSITY

2013 - 2016

INTERMEDIATE - PCM DHARAMSHALA BOARD

2012 - 2013

SKILLS

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| • Recruitment Strategy and Talent Acquisition | • Interviewing and Negotiation Skills | • Applicant Tracking Systems (ATS) and Data-Driven Recruitment |
| • Employee Engagement and Onboarding | • Candidate Sourcing, Screening and Assessment | • Boolean Search Techniques (LinkedIn, Naukri, ZipRecruiter, ATS) |
| • Cross-Functional Team Collaboration | • Visa and Immigration | • Managing academics |
| • Administration work | • Organizational skills | • Advisory Marketing and Recruitment: International Student Counselling |
| • Training and Selection | • Program Development | |
| • Excellent Application Review and Guidance | • Financial Aid | |

REFERENCES

Name-Mr. Rahul Chouhan -
Destination Manager In MOEC
Number - 7062072949

Mrs. Shweta Arya
Destination Student Success Manager in AZ
Number - 7062072949