

Udit Sheth

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📍 Ahmedabad, India

👤 Profile

Versatile professional with over three years at Silver Oak University, excelling in Admission Counselling, Digital Marketing, and Outreach, with an IT engineering background. Skilled in guiding students, achieving a 95% satisfaction rate, and driving 20% growth in inquiries. Proficient in CRM, ERP, Python, .NET, and SQL.

📁 Experience

Silver Oak University, Ahmedabad

June 2021 – Present

Marketing Executive

- Spearheaded digital marketing campaigns across social media and WhatsApp Business, boosting student inquiries by 20%.
- Created engaging content for social media, enhancing university brand visibility.
- Used CRM analytics (Meritto, Microweb Solutions, Pinnacle) to improve conversion rates by 15%.

Outreach Executive

- Forged partnerships with local schools, organizing workshops and career fairs, increasing applications by 15%.
- Represented the university at educational expos with compelling presentations.

Admission Counsellor

- Provided personalized guidance on academic programs, achieving a 95% satisfaction rate.
- Managed fee collection using ERP systems, ensuring accuracy.
- Streamlined admission processes with CRM tools, reducing processing time by 30%.

📊 Impact

- **20%** Growth in student inquiries via digital marketing campaigns.
- **95%** Satisfaction rate in admission counselling feedback.
- **15%** Increase in conversion rates with CRM analytics.
- **30%** Reduction in admission processing time.

🎓 Education

Bachelor of Engineering in Information Technology

2018 – 2021

Silver Oak College of Engineering and Technology, Ahmedabad

CGPA: 8.9/10

Diploma in Information Technology

2015 – 2018

R.C. Technical Institute, Ahmedabad

CGPA: 8.7/10

⚙️ Skills

- Digital Marketing Lead Nurturing CRM Analytics
- Student Counselling Python .NET
- HTML/CSS SQL Strategic Planning
- Problem Solving Communication Teamwork Leadership

🔧 Tools

- Meritto (NoPaperForms) Microweb Solutions Pinnacle
- WhatsApp Business CRM Systems ERP Systems