

Prathap Kumar Koomkattil

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SUMMARY OF QUALIFICATIONS

- Post-Graduate certificate in Marketing & Entrepreneurship
- Proven track record of creating and executing successful marketing campaigns, including digital marketing, social media, and content strategies
- Proficient in creating and implementing strategic marketing plans to drive brand awareness, customer engagement, and revenue growth
- Skilled in developing and implementing business strategies that drive growth and profitability, with a focus on market analysis and trend identification
- Demonstrated ability to identify and capitalize on business opportunities, with a history of launching and scaling ventures

PROFESSIONAL EXPERIENCE

Educational Entrepreneur

March 2019 - September 2023

La Global Canada Edification Advisors CA

Halifax, NS

- Conducted market research to understand the demand for international education services, local competition, and student preferences
- Established and nurtured relationships with Cape Breton University for collaboration in International student recruitment
- Attracted 50 Indian students to study at Cape Breton University through effective marketing, outreach and counseling

Education Agent

January 2015 - February 2019

La Global India(OPC) Private Limited

Bangalore, India

- Provided personalized guidance to students on suitable study destinations, programs, and institutions based on their academic and career goals, resulting in heightened sense of career direction and confidence
- Assisted with the university and college application process, including reviewing and submitting applications, statement of intent, and other required documents
- Explained the study permit application process, helped students prepare necessary documents, and ensured compliance with immigration regulations

Manager of Business

February 2011 - December 2014

Santa Monica Study Abroad Private Limited

Hyderabad,India

- Identified new markets, partnerships, and growth opportunities to expand the reach and services
- Maintained strong relationships with students, including parents and their siblings, to ensure their satisfaction and loyalty
- Implemented quality control measures to maintain high service standards and customer satisfaction

Personal Manager (HR Manager)

March 2008 - January 2011

Nexus Chemicals

Manchester, UK

- Managed and resolved workplace conflicts, grievances, and ensured a positive work environment
- Ensured health and safety compliances, created workplace safety policies, and promoted a culture of safety
- Promoted diversity and inclusion in the workplace and developed policies to support these values

Systems Analyst

January 2005 - February 2008

Gulf Petrochem

Dubai, UAE

- Created detailed system design documents, specifying system functionalities, data flow, user interfaces, and integration integration points
- Managed system implementation projects, ensured they are completed on time and within budget
- Provided training and support to end-users to ensure they could effectively utilize the systems

EDUCATION

Post-Graduate Certificate - Marketing & Entrepreneurship

September 2023 - April 2024

Trent University

- Relevant courses: Managerial & Market Research, Advertising, Retail & Online Marketing, Entrepreneurship, New Venture Planning & Design

Bachelor of Technology - Computer Science and Engineering

June 2000- June 2004

University of Calicut, Kerala, India

- Equivalent to Canadian Bachelor of Science (Hons)

Diploma in Computer Engineering

June 1995- June 1998

Government Polytechnic College, Kerala, India

- Equivalent to Canadian 3 years Advance Diploma

ACHIEVEMENTS

Trent International Spirit of Trent Award – Trent University 2023-2024

- Awarded to a Post-Graduate certificate student who embodies the spirit of Trent University by supporting peers and enthusiastically representing Trent in the community

Scott Rennie Memorial Spirit Medal – Trent University 2023-2024

- Outstanding contribution to the life of the Otanabee college of Trent University

Bob Annet Prize – Trent University 2023-2024

- Awarded to a student who demonstrates commitment to success through resourcefulness, self-reflection and strategic improvement; nominated by faculty

PROFESSIONAL DEVELOPMENT

- Gzowski College Certificate – Trent University (2024)
- Canadian Bureau for International Education (CBIE Toronto 2022) conference attendee
- Canada Course Graduate for Education Agents since 2020
- British Council certified and recognized Global Education Agent since 2020
- EduNova Education Agent- Nova Scotia's Agent Training Program 2023
- Delegate at Singapore FinTech Festival 2019
- Train The Trainer (TTT) certificate holder from IDP Australia and ETS, USA since 2015

COMMUNITY INVOLVEMENT

- Volunteered for Elders Gathering and Open House - Trent University (November 2023, March 2024)