

# VIJAYAKUMAR SETHURAMAN MBA

M: +44 7342 778 223 | E: [vijaysethumba@gmail.com](mailto:vijaysethumba@gmail.com) |

LinkedIn: <https://www.linkedin.com/in/vsstem> | Portfolio: [www.vijaysethumba.com](http://www.vijaysethumba.com)

---

## PROFILE SUMMARY

Business Development Executive with 7+ years of experience in the education learning sector. I have proven track record in achieving **500% revenue** growth and maintaining a **95% customer retention** rate in my previous role. Skilled in strategic business development, certified project management, market analysis, and strategic planning. Known for fostering partnerships and innovative problem-solving, I am seeking to leverage my expertise in business engagement in UK .

---

### KEY SKILLS:

- |  |   |
|--|---|
| ✓ Experiences in developing Education Programs | ✓ Strong Client Relationship Building skill |
| ✓ Strong Strategic Business Development skill  | ✓ Experienced in Operational Management     |
| ✓ Certified in Project Management              | ✓ Strong knowledge in the education sector  |
- 

## PROFESSIONAL EXPERIENCE

### **Co-Founder/ Director of Sales and Operations | Newton Box | USA & Qatar      Nov 2019 – Dec 2022.**

- **Operational Improvements:** Oversaw day-to-day operations, fostering strategic collaborations between universities, government bodies, and the company, resulting in a 20% increase in our revenue for 2021.
- **Education Development:** Led the for development of education programs, securing contracts worth over £10,000 for engineering workshops across three universities.
- **Implemented Business Strategies:** Developed and executed marketing campaign and formulated new KPIs, resulting in a **150% increase** in sales and a **500% revenue growth** between 2019 – 2021.
- **Stakeholder Management:** Built and maintained strategic partnerships with educational institutions, leading to the establishment of 5 STEM labs in schools and organising over 10 STEM Workshops.
- **Client Relationship Building:** Maintained an exceptional customer retention rate of 95% in Qatar and US through targeted client relationship building and innovative marketing campaigns.

### **Co-Founder/Director of Sales | Newton Box | INDIA**

**May 2017 – Nov2019.**

- **Business Development:** Co-founded a STEM education learning company, actively shaping and executing the company's vision, including the development and delivery of STEM education programs
- **Line Management:** Led the sales and marketing teams and managed instructor recruitment to ensure compliance with company policies and standards
- **Funding Acquisition:** Secured **£60,000 in seed funding** from angel investors, facilitating in the development of education program for schools, STEM product and a E-Learning LMS platform.
- **Project Management:** Led the implementation of STEM courses in 3 schools and facilitated 7 engineering workshops across multiple universities from 2017-2019, directly impacting over 1500 students.
- **Financial Planning:** Managed annual forecasting, budgeting, and vendor negotiation, successfully managing multiple lead acquisition events and increasing lead generation by 30%.

## **Associate Executive | Syngene International**

**May 2016 – May 2017**

- **Project Management & Compliance:** Managed project scope documentation and upheld PMI standards, compiling reports on effective operations, maintenance, and safety protocols.
- **Stakeholder Collaboration:** Collaborated with cross-functional teams to facilitate stakeholder visits from the US, providing insights into HPAPI manufacturing processes
- **Attention to Detail and Organization:** Implemented rigorous safety standards policy and oversaw operations of stainless steel and Glass line reactors in HPAPI Product manufacture.

## **Buy Your Hobby | Internship – Marketing | India**

**June 2015 - April 2016**

- **Market Analysis and Strategy Development:** Conducted marketing analysis and created strategies to sell T-shirts online and at universities, demonstrating skills in market analysis and strategic planning.
  - **Design and Innovation:** Created designs by utilising software for mock-up products
  - **Supply Chain Management:** Worked with suppliers for efficient T-shirt production and shipping.
- 

## **CONSULTATION EXPERIENCE**

### **Marketing Consultant | Educate Language Learning Centre | Qatar**

**March 2020 – May 2020**

*Educate is a private learning institute providing professional certification courses.*

- Offered go to market strategies consultation for the sale of executive certification courses such as ISO certification and safety certification for online and offline learning initiatives.
- Achieved campaign target of 100% goal of unboding c-suit executives for certification courses.
- Established the online content strategies for Qatar and targeted middles east.

### **Marketing Consultant | Robotics School.com | India & USA**

**March 2021 – May 2021**

*Robotics school is a STEM learning institute providing online courses for kids internationally.*

- Offered digital marketing strategies for education company for promotion of online learning.
  - Developed tailored digital marketing strategies in alignment with client objectives.
  - Conducted thorough market research and audience analysis to create targeted campaigns.
- 

## **PROJECTS**

### **“Community building marketing strategy” Innovation Centre - Essex Startups**

**United Kingdom**

- Led a successful project by creating marketing strategy for the client Paul McCarthy to promote their sales while implemented methods to increasing in operational efficiency and service growth in the Essex.

### **“Improving employee retention” Innovation Centre - Essex Startups**

**United Kingdom**

- Led a team and employed problem-solving techniques to identify and enhance employee retention at Provide Community CIC. These efforts resulted in the establishment of a contented workplace.
- 

## **MENTORSHIP:**

### **Robotics School - E-Learning**

- Provided mentorship to establish the initial business structure and operations, focusing on product development, for an e-learning robotics startup in India. contributed to the successful securing of Series A funding and obtained £100,000 from an angel investor.

## Social Pulp- Digital Marketing

- Served as a mentor, actively contributing to the development of a comprehensive business strategy for this digital marketing consultancy firm operating in India and the Middle East. Facilitated the establishment of sales channels and implemented targeted strategies to enhance business operations.

---

## ENTREPRENEURSHIP VOLUNTEERING:

### University of Essex & Essex Startup:

- Pecha Kucha – Served as a keynote speaker and panel member for the pitching competition.
- Failure Fiesta – Keynote speaker explaining the challenges and struggles of running a startup.
- Essex Startup – Actively participated in Essex startup events, attending multiple workshops and networking sessions.

### Entrepreneurship Development and Innovation Institute (Anna University - Government Body):

Conducted workshops such as Startup 101, Identifying Customers, and Startup TN, guiding entrepreneurs on Tamil Nadu Government policies. Also served as a panel member in Student Shark Tank and organised Idea Validation workshops for MBA students.

---

## EDUCATION

- **University of Essex**

**United Kingdom**

MBA - Master of Business Administration – **Distinction**

Jan 2023 –Jan 2024

Key Courses: Strategic marketing | Strategy | People and organisation.

---

## CERTIFICATIONS:

- August 2022 “**Foundations of Project Management**” - Google Career Certification
- August 2023 “**Foundations: Data, Data, everywhere**”– Google Career Certification
- Aug 2023 “**Business Analysis Foundations**”– PMI- Project management Institute
- Aug 2023 “**Finance Foundations: Business Valuation**”– PMI- Project management Institute

---

## ACHIEVEMENTS AND PUBLICATIONS:

### Awards:

- “**The Essex MBA Dean Award**”- Essex University
- “**The Best Dissertation Award**”- Essex University
- “**The Big Pitch Winner**” - Essex Startup
- “**I-Teams winner**”- Essex startup
- “**Creativity And Problem- Solving Skill Award**” –
- The institute of engineers (India).
- “**World Record Holder**” - Universal & Abdul Kalam book of Records.
- “**Best presenter**” Toastmasters - Qatar.
- **Social Impact Award** - Nama Trichy

### Publication:

Interviewed in Essex startup - <https://rb.gy/8iosb3>, Innovation Centre, Knowledge Gateway - <https://shorturl.at/btXY8>, News-7, Suriyan FM, New York times - <https://shorturl.at/tJKQZ> for works related to Startup ecosystem and mentorship.

---

## REFERENCES:

- Available upon request