

## MANAGER SYNOPSIS:

- Highly skilled and certified Global Competency Professional with a successful track record of 10 years in Business Development, Project Management, Education & NGO/NPO.
- Proficient in diverse business verticals including Growth Strategy, Strategic Communications, Public Relations, Lead Generation, Inbound Marketing, Technical Content Writing, and SDG Collaborations.
- Demonstrated expertise in Inbound Marketing, Stakeholder Public Relations Management, Risk-management, Volunteer Management & Fundraising, SEO & Visual Communications, and Conflict Transformation.
- Proven ability to plan, develop, and execute marketing strategies for brand management and communications across various stakeholders.
- Extensive experience in volunteer development and management, focusing on recruitment, retention, and reward strategies.
- Strong background in Customer Service, Operations, Relationship Management, Marketing & Branding, Media Communication & Training, Business Strategy, Intercultural Programs & Campaign Projects, and Organizational Development.
- Engaged in E-waste & Plastic recycling sector, responsible for revenue growth, market expansion, strategic partnerships, and effective marketing campaigns.
- Successfully led large-scale operations and cross-functional teams through periods of rapid growth and development.
- Deep understanding of the market and regulatory landscape for e-waste and plastic recycling, shaping the industry over the past decade.
- Skilled in strategic planning, cross-functional team leadership, revenue growth, new business opportunities, partnerships, and customer relationship management.
- Proficient in market analysis, competitor strategies, project management, contract negotiation, and team building.
- Track record of managing P&L, achieving business targets, and driving sustainability while delivering economic value.
- Excellent stakeholder management skills, influencing senior executives at the CXO level.
- Ability to manage multiple priorities and assignments, adapt to changing conditions, and set priorities effectively.
- Superior written and oral communication skills, including questioning, listening, and presentation skills.
- Extensive experience collaborating with internal and external stakeholders on creative, editorial, strategic, and tactical levels, with a focus on negotiation.

## EXPERIENCE:

### Assistant Manager, Business Development Exigo Recycling Pvt Ltd

Jul 2022- June 2023

**Industry:** Environmental Services Industry | Recycling Industry | Compliance Industry | E-Waste Industry | Battery Waste Industry | Carbon footprint Industry | Low Carbon Value Chain Materials Industry

### Highlights Summary:

<https://www.linkedin.com/in/roshan-sajan-story-strategist/details/experience/>

- In FY 22 & 23, completed 50K tonnes of E-Waste, Plastic Waste & Battery Waste business. Signed 15 EPR agreements with Manufacturers, Producers & Importers.
- Developing & executing sales strategies for e-waste & plastic accounts.
- Creating a comprehensive business plan for e-waste & plastic waste management services.
- Identifying & capitalizing on new business opportunities, managing sales teams & achieving targets.
- Staying up-to-date with the latest trends, technologies & competitors.
- Facilitating geographic sales in opportunistic accounts & projects. Generating leads, servicing clients, executing projects & closing deals for E-waste, Battery Waste & Plastic Waste.
- Conducting baseline study & research in Plastic Waste, Battery Waste & Electronics, and Electrical Waste verticals & regions.
- Sourcing & on-boarding clients for EPR Compliance for various waste types.
- Managing overall EHS programs for multiple facilities across India.
- Ensuring up-to-date compliance with local laws & addressing non-adherences promptly.

### Projects Manager - Sales, IRENE'S COFFEE COMPANY PVT LTD, DELHI, India

Dec 2020 – Jun 2022

**Industry:** F&B Industry | Coffee Industry | Service Industry | FMCG Industry

### Highlights Summary:

<https://www.linkedin.com/in/roshan-sajan-story-strategist/details/experience/>

- Retail sales of coffee machines in FY21 & FY22 - Sold 20 machines above 1 Lakh and two machines of 5 Lakh each to Govt Offices like Rail Bhawan and PMO.
- Managed 1 Cr per month Import & Export of Coffee Machines and 1 Tonne per month Retail Consumption of Coffee Beans Pan-India.
- Handled communication with Saeco Italia and Saeco Singapore networks for Irene's Group. Managed Service Portfolio CRM for corporate clients Shell Petroleum and Cinopolis India. Mitigated High Priority Support Litigation issues for both B2C Domestic Consumers and B2B

Installations.

- Managed Branding, Web Dev, Graphics & Content teams. Organized Online Webinars & Podcasts for brand outreach and lead generation in specific market segments.
- Managed Amazon Seller Account, operations & GEM portal for bidding and procuring tenders. Developed strategic marketing plans. Handled Social Media handles such as @saecoindia & @irenesgroup for brand makeover projects in both organic and paid target audience marketing.

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**Senior Projects Manager, COLLEGE & BEYOND, BRANTA, Noida, India / Seattle, US**

**Mar 2020 - May 2020**

**Industry:** Educational Management Industry | Content Generation Industry | Growth Strategy Industry

**Highlights Summary:**

<https://www.linkedin.com/in/roshan-sajan-story-strategist/details/experience/>

- Designed SDGs impact projects for CRM stakeholders in Seattle & Delhi office.
- Managed media communications & public relations with collaborative SDGs impact stakeholders.
- Implemented SEO/SEM marketing tools: Oxygen XML, DITA XML, Adobe Dreamweaver, Salesforce CRM, MailChimp, Canvas & Buffer.
- Developed content strategies to achieve SDGs project management goals and trained team members.
- Identified internal & external resources for funding & manpower.
- Curated latest SDGs project management strategies & best practices.
- Ensured effective marketing & communication with management for OD, branding, operations & relationship management.
- Built content canvas for multiple projects with expectation content, timeline & creative content for university students, customer services & surveys.

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**Cambridge Form Mentor & Coach, ARDEE GLOBAL SCHOOL, Gurugram, Delhi NCR, India**

**Jul 2019 - Feb 2020**

**Industry:** Educational Management Industry | Academic Content Curator Industry

**Highlights Summary:**

<https://www.linkedin.com/in/roshan-sajan-story-strategist/details/experience/>

- Created Cambridge Curriculum content for various academic Key Stages including critical thinking, creative writing, interpersonal skills, and intercultural skills.
- Mentored multiple age groups for primary and secondary school. Developed instructional user guidelines for impact-oriented, art-centric projects to increase work readiness and basic skills.
- Worked with Cambridge mentors and Academic HODs to support mentees who needed extra help.
- Co-managed the design language development for differently-abled pedagogy.
- Developed SEO-optimized content for websites, blog posts, and social media platforms.
- Created social media campaigns to increase brand influence.

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**Deputy Operations Manager & GCC QF Trainer, AFS Intercultural Programs India, Delhi, India**

**Nov 2015 – Jun 2019**

**Industry:** International Affairs Industry, Non-Profit Organization Management Industry

**Highlights Summary:**

<https://www.linkedin.com/in/roshan-sajan-story-strategist/details/experience/>

- Worked on Projects based on ISO Process Training & Advocacy, Global Intercultural training, OD, Branding, Comms & Inbound Processes.
- Curated legal documentation content for risk management, embassy & immigration docs, project & events content, training & program marketing content, branding highlights & web publishing content. Provided copywriting, editing & proofreading.
- Designed content for SEO/SEM marketing using MailChimp, Buffer, Adobe & Canvas. Experienced in Microsoft Access, Excel & PowerPoint presentations and Oxygen XML editor for quality assessment content.
- Liaised with corporate & civil society stakeholders, impact campaign partners, embassy relationships & schools across India. Led intercultural learning, Global Competency Program, Volunteer Development Programs, International Education, Global leadership development, Student Mobility, Immersive Learning, Hosting programs & Sponsored Inbound & Outbound programs.
- Represented the U.S. Department of State Programs - YES Abroad & NSLI-Y in pan India for Inbound & Outbound process.

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**State Program Coordinator DAVID C. COOK, Delhi, India**

**Jul 2013 – Oct 2015**

**Industry:** Publishing & Public Relations Industry

**Highlights Summary:**




<https://www.linkedin.com/in/roshan-sajan-story-strategist/details/experience/>

- Orchestrated branding and fundraising initiatives for CSR programs and corporate training.
- Developed content for academic and non-academic curricula, corporate collaborations, and media communications, while engaging with partner organizations.
- Utilized quality assessment tools like Oxygen XML and Delta XML, and leveraged marketing tools such as Adobe, WordPress, MailChimp, Buffer, and Canvas to curate content.

- Facilitated and moderated regional grassroots trainings in collaboration with the John C. Maxwell Team.
- Created compelling content for CSR public relations, strategic marketing, and media communications, including press releases, website highlights, sponsorship materials, and social media content.
- Crafted and executed comprehensive marketing campaigns across various channels including email, print, digital, outdoor, and social media.
- Conducted market analysis to develop concepts and content for journal advertisements, direct mail campaigns, and blog posts.




## CERTIFICATIONS:

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-  Creative Writing Course from British Council, Delhi 2016
-  Trainer for Crisis Care International, Delhi 2015
-  Global Competency Certification Qualified Facilitator, Delhi 2018

## RECOGNITION:

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-  Represented India as an official representative on United States Department of State Invitation for YES Abroad and NSLI-Y prestigious programs of American Council at Washington D.C. and New York; twice in years 2016 and 2017.
-  Paper presentation based on my independent research at IUSY Asia Pacific Leadership Conference in Medan, Indonesia 2019.
-  Handled projects in context with outreach of sales in Bollywood industry with commercial ads and OTT ads.

## EDUCATION:

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-  Bachelor of Arts, IGNOU 2017-2022
-  Masters in Economics, IGNOU 2023 - Pursuing

**Note:** To explore my published work, feel free to check out my portfolio at <https://www.roshansajan.com/>. It's updated with my latest write-ups and articles, videos & marketing collaterals demonstrating my proficiency.