

BALAMURUGAN M

Assistant Professor, Firebird Institute of Research in Management, Coimbatore

Admissions Leadership • Student Mentoring • Academic Administration

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PROFILE SUMMARY

Admissions leader and student mentor with over a decade of experience guiding prospective and enrolled students through every stage of their academic journey — from recruitment and counselling to enrolment and ongoing support. Currently heads admissions at Firebird Institute of Research in Management, where he builds and leads recruitment teams, designs enrolment strategies, and provides personalised mentorship that helps students settle in, stay engaged, and succeed academically.

CAREER PROFILE

Assistant Professor and Admissions In-charge | Firebird Institute of Research in Management, Coimbatore Nov 2019

– Present

Coimbatore, Tamil Nadu

Admissions Strategy & Process Management: Develop and implement admission strategies to achieve enrolment goals with support of the Director, informed by market and competitor analysis; Oversee the entire admissions process end-to-end, establishing and refining procedures, guidelines, and timelines for efficiency and policy compliance; Monitor admission metrics and adjust strategies based on performance data and feedback.

Team Leadership & Development: Lead and manage the admissions team, providing guidance, training, and performance evaluations to foster a collaborative, motivated environment; Conduct training sessions on admission processes, customer service, and best practices, staying current on industry trends.

Student Engagement, Counselling & Mentoring: Engage prospective students and families through phone, email, and events; organize recruitment events, campus tours, and information sessions; Counsel students on programs, eligibility, financial aid, and application procedures, resolving inquiries throughout the admissions journey; Provide personalised mentorship and guidance to enrolled students, and manage grievance support to maintain a fair, transparent, and trusted campus environment.

Data, Compliance & Budget Management: Maintain accurate applicant and enrolment records, generating reports and analytics to track recruitment performance; Ensure adherence to regulatory requirements and institutional policy, staying informed of changes affecting admissions; Assist in budget planning and monitor expenditure for admissions activities and recruitment initiatives.

Cross-Functional Collaboration: Work closely with marketing, financial aid, and academic departments on promotional materials and online content to support recruitment and retention; Engage alumni to support recruitment efforts and strengthen the institution's visibility.

Giles Brooker Education Development Services Pvt Ltd, Coimbatore, India

Executive Officer (Jun 2018 – Sep 2019) • Team Leader (Mar 2014 – May 2018) • Administration and Liaison Officer (Aug 2013 – Feb 2014) • Administrative Assistant (Aug 2012 – Jul 2013)

Role and Responsibilities

Admissions, Recruitment & Study-Tour Coordination: Counselling students on course/program and institution selection, and advised on country, lifestyle, accommodation, and career pathways; Managed end-to-end admission and visa processing for all candidates, maintaining accurate student records per policy; Coordinated inbound and outbound study tours and internships — institutional visits, programme review, marketing materials, application/registration, travel logistics, and evaluation; Drove domestic and international promotional activities, ensuring consistently high-quality, timely service to candidates.

Finance and Accounting: Gathered and monitored financial data, preparing monthly, quarterly, and annual statements (balance sheets and income statements); Forecast costs and revenues; prepared and reconciled monthly/yearly budgets, including for study projects; Managed day-to-day expenses, cash flow, and database records (Excel and Tally),

including TDS and GST filings; Responded to financial inquiries and advised students on study-abroad finances based on immigration requirements; reported to internal auditors on schedule.

Team Leadership & Operations: Trained and guided team members in line with company policy, monitoring training uptake and identifying further development needs; Managed day-to-day operations and participated in project teams on research, data collection, analysis, and reporting; Improved operational systems, processes, and policies — spanning reporting, information flow, and organizational planning — and oversaw financial systems and controls; Assisted in staff recruitment, organizational structuring, and performance supervision in partnership with the Managing Director; coordinated marketing and promotional activities.

Technical Role: Created and managed content for the organization's web presence, maintaining a consistent look and feel across web properties; Archived web-based information for future reference and managed e-learning tools and access.

Administrative Executive | Kanoos Business India Pvt Ltd, Palakkad, Kerala *Jul 2007 – Aug 2012*

Role and Responsibilities

Administrative & Customer Service: Maintained records, accounting/financial administration, cash handling, and banking services; Managed day-to-day operations while sustaining strong employee and customer relationships; Maintained effective front-office services and consistently high-quality, timely service delivery.

EDUCATION & AREAS OF EXPERTISE

Education

- Master of Business Administration — Bharathiyar University (2012–2014)
- Bachelor of Science, Zoology — Calicut University (2003–2006)

Areas of Expertise

- Global Admissions
- Students/parents counselling, recruitment, enrolment
- Admission and academic coordination
- Visa process and documentation
- Liaise with global students and institutions
- Operation and administration
- Customer service
- Fee management, finance and accounting