**FATHIMA**

[**FATHIMA.364861@2freemail.com**](mailto:FATHIMA.364861@2freemail.com)

**CAREER OBJECTIVE:**

* **Utilize every opportunity to learn & improve in order to add value to the organization thereby attaining career growth**
* **Enhance my Knowledge & skills & to become an eminent professional**

EDUCATIONAL QUALIFICATION:

|  |  |  |  |
| --- | --- | --- | --- |
| Examinations | **UNIVERSITY/INSTITUTION** | YEAR | PERCENTAGE |
| **MBA** | **Sikkim Manipal University** | **2013** | **63.4%** |
| **BSc** | **H.K.E. Society’s S.V.P Degree College.** | **2005-2009** | **71.14%** |
| **PUC** | **Pre-University Education board,**  **Bangalore** | **2003-2004** | **43%** |
| **SSLC** | **Sree Venkateshwara High School** | **2001-2002** | **69.60%** |

ADDITIONAL QUALIFICATION:

|  |  |  |  |
| --- | --- | --- | --- |
| COURSE | **INSTITUTION** | YEAR | RESULT |
| **Comp. Literachy,**  **M.S.Dos&**  **M.S.Office** | **Sir.V.School Of Computers.** | **2002** | **Passed** |

WORK EXPERIENCE:

**Last worked with Manipal University Dubai - Manipal Global Education Services Pvt Ltd:**

**Responsibilities:**

**Student Enrolment - To drive admissions**

* Responsible for Student Enrolment / Customer Satisfaction for Manipal University, Dubai Campus.
* To ensure that all sales target to meet/exceed provided to me.
* Clear cut understanding of organization/company goals, and work accordingly to achieve the goals.
* Rigorous follow up & maintenance of all the leads received from various sources.
* To solve any grievance raised by the customer & escalate to the RM.
* To create a stream lined process with support of Dubai team to increase the number of admissions from India.

**Operational Excellence - Email, SMS, campaign and other activities**

* Lead engagement by doing Mailer's and SMS on various activities as per the requirement.
* Report generation & account management of the funding utilized for the activity.
* Coordinating with Dubai team for all the requirements for all the documentation process.
* Ensuring on time receiving of the documents to the students & SIC’s.

**Customer Enabling - Account management (SIC's) - Handling all abroad admission clients (SIC's)**

* To ensure that customers are happy with our services and their needs are being met.
* To meet SIC's, get their feedback and discuss the same in the quarterly management meetings.
* Coordinating with partners for marketing activities.
* Conducting and participating various drives for closures all over India.

**Business Development & customer satisfaction**

* To notice & resolve the issues pertaining to the customers.
* In the process of marketing research attending all the top seminars / trade shows / Exhibition related to the industry to know and to find the latest developments / competitors / products in the industry.
* To watch on for the latest changes in product trends / marketing trends and implement marketing strategies for the growth of the organization.
* Prime duty is to create marketing strategies through planning and research on various factors such as pricing, competition, marketing research and customer/client preferences.
* Building and managing relationships with business partners.

**Designation: Assistant Manager, Product Marketing and Student Enrolment**

**Working since: May 2015 to 17 February 2017.**

**Blue Ocean Learning:**

**Responsibilities:**

* **Training the counselors & transferring the product knowledge at regular intervals/ revenue by planning and executing monthly sales plan.**
* **Coordinating with the faculties and scheduling the classes.**
* **Resolving team and members/customers conflicts.**
* **Maintain and build professional relationship with internal and external stakeholders of the company.**
* **Responsible for generating the MIS Reports.**
* **Motivating and coaching team on creating interest, delivering sales pitch and closing sale.**
* **Counseling on various IT Courses offered to all the walk-in coming at the centre and converting them in to invoice.**
* **Providing career guidance & motivate the students to choose a better career.**
* **Responsible for smooth functioning of the centre.**
* **Handling inquiries, walk-ins, follow up of inquiries & converting them into admissions.**
* **Lead Generation / Sales into Educational Institutions through Telesales, Social Media and Web.**
* **Assume revenue collection responsibility for the assigned territory.**
* **Work closely with the Field Sales for Business Development.**

**Designation: Sales Manager (Center Manager)**

**Working since: October 2014 to May 2015.**

**Dallas Technologies Pvt Ltd:**

**Responsibilities:**

* **Maintain and build professional relationship with internal and external stakeholders of the company.**
* **Recruiting & Training the counselors, tele callers and marketing executives.**
* **Taking care of marketing activities and marketing plans.**
* **Counseling on various Courses Offered to all the walk-in coming at the center and converting them in to registrations.**
* **Handling enquiries, walk-ins, follow up of enquiries & converting them into admissions.**
* **Responsible for generating the walk-ins from the database.  
  To providing career guidance & motivate the students.**
* **Responsible for smooth functioning of the center.**
* **Coordinating with the faculties and scheduling the classes.**

**Designation:Business Development Manager (Center Manager)**

**Worked since: August 2013 to September 2014.**

**KOENIG Solutions Ltd:**

**Responsibilities:**

* **Counseling on various IT technology Certification courses offered by us to the enquiries.**
* **Handling enquiries like walk-ins, telephonic, web and from any other source.**
* **Aggressive follow up of enquiries & converting them into admissions.**
* **Interacting IT professionals and students on daily basis.**
* **Responsible for smooth functioning of the center.**
* **Handling both retail and corporate business.**

**Designation: Sr. Counselor**

**Worked since: November 2012 to July 2013.**

**MANIPAL UNIVERSAL LEARNING:**

**Responsibilities:**

* **Counseling on various Share Market Certification Courses & Clinical Research Program Offered by us to the enquiries**
* **Handling calls, enquiries, walk-ins, follow up of enquiries & converting them into admissions.**
* **Extracting data from different job portals like Naukri, Times job etc.**
* **Responsible for generating the enquiries from the database.**
* **To provide career guidance & motivate the students.**
* **Responsible for smooth functioning of the center.**

**Designation: Student Counselor (Pre-sales support)**

**Worked since: May 2010 to September 2012.**

TRAINING UNDERGONE:

|  |  |  |
| --- | --- | --- |
| Name | **Type** | YEAR |
| **College for leadership & HRD** | **Feel employable in HRD** | **2007-2008** |

PERSONAL DETAILS:

Date of birth : 16th Aug 1986

Nationality : Indian

Gender : Female

Languages proficiency : English, Kannada, Hindi, Telugu& Tamil.

**Hobbies : Listening to Music & Watching Movies.**

**Playing Chess, Throw Ball, Shuttle Badminton & Volley Ball.**

**Declaration:**

**I, hereby declare that above mentioned information is true to the best of my knowledge**

**Date:**