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**OBJECTIVE :**

Multi-skilled and Result oriented **Professional** with over **15 years** of experience to translate, extend, and execute **Sales, Product and Sales Training, Data Analysis, and Ticketing.** Confidant to meet challenges, with an emphasis on customer experience and satisfaction. Expertise in **Ticketing, Training, and Market Co-Ordination,** with ability to prioritize and operate proactively to drive business growth. Confident, articulate, with excellent C**ommunication skills** and enjoy working with **diverse population** and maintaining good rapport. Proactive, with refined business acumen and **facilitates concerted team approach** to achieve organizational goals. Proven adaptability to **differing cultural and business environments**. With a successful track record, I aspire to clutch higher responsibilities at a **Managerial** Level in **any industry**.

**Summary:**

* Anita is a **Masters in Business Administration** specialized in Marketing and Personnel Management.
* She also has a **Bachelors in Economics** with around **Fourteen years of Industry Experience**, with an emphasis on Travel related industry.
* In her previous profile, she was involved in the **Markets Department** of the **GDS - Amadeus** doing strategic Data Analysis and involved in driving Sales for gaining Market share.
* She was involved in **Training and Development activities for Staffs of various Travel Agencies.**
* She has also traveled to **Colombo- Sri Lanka, Dublin – Ireland, Bali – Indonesia, Bangkok – Thailand, Kuwait, Male – Maldives, Zurich - Switzerland** to impart training for various staffs on Travel related programs
* She has **excellent communication skills**, a good team player, hard working and very participative.
* She is **Target oriented** and has achieved almost her Targets on all her assignments.
* She is a Quick Learner and possesses **adaptability to different working environments**.

**Education:**

* + **MBA** – Vinayaka Mission Deemed University Salem, India - 2006.
  + **Bachelors of Arts** ( Economics ), Ethiraj College Madras University, Chennai, India 1994

**Computer Skills:**

* + **Amadeus.**
  + Working Knowledge in **MS Windows - XP** / **Vista.**

**Professional Experience:**

# Illusions Online, Dubai [aug2009 to present]

Company Profile:

Illusions Online, a global technology company providing unique products and customized solutions for Tour operators and Destination Managements Companies with office in Dubai.

RESPONSIBILITIES:

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* Conduct Training Programs.
* Travel to different countries to where the clients are located - (Seychelles, Mauritius, Maldives, Zurich, Thailand, Srilanka, Indonesia, Kuala Lumpur)
* Continuously update manuals and create new manuals for new products.
* Assist in Solving Help Desk Issues.
* Coordinate with Sales Team for Product Presentation.
* Make live videos and live demos.

Profile / Role: Trainer

Key Activities Undertaken:

* Conduct Training program for the staff of Tour operators, who are new to Illusions.
* Conduct online demo for the existing clients on the new products or new features that are developed.
* Create manuals for the modules in Illusions.
* Involve in Help desk queries and issues from clients.
* Part of ATM team, Dubai having demo for prospective clients.

# Amadeus India Pvt Ltd, Chennai, India [JUNE 2003 to MAR 2007]

Company Profile:

Amadeus India, an ISO 9002 certified organization, is one of the top GDS Company having branches all over India with Head Quarters at Madrid and Head Office in India at Delhi.

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Responsibilities:

* + Conduct Training Programs.
  + Co-ordinate with Head Office on all issues relating to training.
  + Preparing weekly / fortnightly and monthly ISO reports to Head Office.
  + Achieving the targets set by the Company.

***Profile / Role:* Markets – Executive** **jan 2006 to mar 2007**

Key Activities Undertaken:

* To ensure the sales team enroll in New agents into using Amadeus and getting the existing agent to use more of Amadeus features.
* Monitor various segments catered to by sales agents on a daily basis, providing solutions to increase sales when there is drop in such segments.
* Provide cost effective solutions in increasing the Market – share of Amadeus using agents.
* Conduct regular Sales team meetings and collate market data for analysis.
* Conduct regular follow-up with sales team and get the necessary data to prefer reports as requested by HO; to be sent on time and meet the time deadline.
* To co-ordinate with the Regional Office and get necessary approvals for new investments done for new and existing agents.

# *Profile / Role:* Trainer June 2003 to dec 2005

Key Activities Undertaken:

* Conduct **Basic Training** for the staff of Travel Agencies, who are new to the travel field in make reservation for passengers traveling by Air.
* Conduct **BSP Training** for the staffs with has a sound knowledge on the **GDS** to issue ticket for the passengers.
* Conduct **Soft skill training** such as i) Body Language ii) Telephone skills iii) Leadership qualities iv) Interpersonal skills v) Team work and vi) Customer Relation.
* Conduct **Sale & Product Training** for the sales team to promote various Amadeus products to the agencies and conduct regular tests.
* Chosen to travel **to Sri Lanka to conduct training on Ticket Writer for the NMC staff (Amadeus Sri Lanka) - Aug 04**
* Chosen to travel to **Dublin, Ireland to conduct training on Vista,** (software on which the booking platform works) for the agency staffs. Trained 150 of them in 3 weeks time - Sep 04
* A team member of the **Road Show** conducted for Travel Agencies at Benzz Park, Chennai - Sep 04.

# Company: BTI SITA (KUONI) LIMITED, Chennai India [Oct 002 to Jun 2003]

Company Profile:

BTI SITA provide customer service to passenger traveling by Air with branch offices all over India.

**Designation:** **Executive Business and Leisure Travel**

**Job Description:**

* Providing cost effective solutions to Walk In passengers and Leisure Travelers.
* This also included making itineraries for passengers who travels abroad for the first time.
* Provided the best possible rates for the benefit of the passengers keeping in mind the profit margins of the Company, ensue profitability and increase in customers.

Company: COX and KINGS (INDIA) LIMITED, Chennai, India [Feb 2000 to Sep 2002]

# Company Profile:

Cox and Kings provide Professional services to passenger traveling by Air having branches all over India.

**Designation:** **Executive Business Travel**

**Job Description:**

* **K**ey **A**ccount **M**anagement **of IBM Chennai**.
* This involved ticketing, assisting in visa formalities, confirming tickets with airlines, employees account reconciliation, and assistance in passport formalities.
* Issue of all tickets and subsequent billing of the same. Interfacing with potential passengers and providing a cost-effective solution for their travel.
* Addressing outstanding Issues and ensure minimal credit is maintained.

# Company: MARUTHI AIRLINKS (P) limited, Chennai, India [May 1995 to Jan 2000]

# Company Profile:

Maruthi Air links a new agent that had started operation in 1995, provided travel assistance for passengers traveling by Air.

**Designation:** **Counter Staff**

Job Description:

* Personalized customer service, with customer visits for effective ticketing and increase in customer base.
* Itinerary checks for customers and issuing of tickets.
* Preparing and Submitting the Daily Sales Report (**DSR**) fortnightly to the Airlines.
* Confirming passenger reservation at Airlines with Personal visits to Airlines for customer retention and customer satisfaction.

# LINGUISTIC PROFICIENCIES:

* English, Hindi, Tamil, Malayalam, Telugu, German (Spoken)

**CO-CURRICULAM ACTIVITIES + AWARDS RECEIVED**

* **Teachers training in Yoga at Shiva Yoga Kendra, Chennai, India - 2006**
* Was an very Active & Participative member of the **Tamil Nadu NCC (National Cadet Corps) Contingent** at the Republic Day Parade in the year 1994.
* Took part in various level **Individual and Team sports** and won many accolades.

