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| ANAND **Heriot Watt University Dubai CampusAcademic City, Dubai**

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| Anand.129680@2freemail.com  |
| **DOB: 19.12.1990| INDIAN | SINGLE** |

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**CAREER OBJECTIVE**

**Gender: Female**

**Date of Birth: February 24, 1994**

**Age: 21**

**Marital Status: Single**

**Occupation: Fresh Graduate**

**Interests: Reading, creative writing, swimming, volleyball, travelling, watching documentary f**

* Hard working business management graduate with proven leadership and organizational skills seeking to apply my abilities and leverage my knowledge for good career advancement in marketing management.

**EDUCATIONAL BACKGROUND**

**Gender: Female**

**Date of Birth: February 24, 1994**

**Age: 21**

**Marital Status: Single**

**Occupation: Fresh Graduate**

**Interests: Reading, creative writing, swimming, volleyball, travelling, watching documentary f**

**Master of Science – International Business Management with Marketing (2016 – 2017)**

(Heriot Watt University Dubai)

**University Research Project 1: Impact and influence of social media on consumer branding and relationship in healthcare sector of UAE:** Research on the changes in marketing strategies and its impact on the constantly evolving dynamics of consumer branding of the institutions in healthcare sector of UAE.

**University Research Project 2: Report on the marketing techniques used by soft drink companies in Global Social Media space:** Finding the best marketing techniques used by soft drink companies and how these social media campaigns contribute to their success.

**University Research Project 3: Measuring the service quality and the level of customer satisfaction provided by online electronic product sellers in Dubai:** Researching on the level of satisfaction by consumers of electronic goods sold online and providing an insight into the newly opened market. Survey was conducted to gain an accurate understanding of the transaction and its respective consequences.

**Bachelor of Engineering – Electronics and Communication Engineering (2009 – 2012)**

(Anna University Chennai)

**Diploma in Electronics and Communications Engineering(2006 – 2009)**

(Swami Abedhanandha Polytechnic College)

**SUMMARY OF QUALIFICATIONS**

**Gender: Female**

**Date of Birth: February 24, 1994**

**Age: 21**

**Marital Status: Single**

**Occupation: Fresh Graduate**

**Interests: Reading, creative writing, swimming, volleyball, travelling, watching documentary f**

* Acquired efficient work experience for four years in marketing and educational sector. Incurred good international work experience.
* Managed and coordinated different departments within the organization to improve on the productivity and efficiency.
* Conducted several marketing campaigns as the college brand ambassador in different states of India.
* Published numerous articles in social media and educational journals for increasing the visibility of the institution.

**OTHER QUALIFICATIONS:**

**Gender: Female**

**Date of Birth: February 24, 1994**

**Age: 21**

**Marital Status: Single**

**Occupation: Fresh Graduate**

**Interests: Reading, creative writing, swimming, volleyball, travelling, watching documentary f**

* Excellent written and verbal communication skills.
* Proficient in Microsoft Office (Word, PowerPoint and Excel)
* Exemplary negotiation skills and diplomatic attitude.
* Attended various seminars and trainings for education students
* Attended Tally Financial Accounting Program held in Chennai.
* Accomplished in-plant training in ISRO and BSNL in India.
* A good perceptiveness for picking marketing opportunities in a competitive market.

**WORK EXPERIENCE**

**Gender: Female**

**Date of Birth: February 24, 1994**

**Age: 21**

**Marital Status: Single**

**Occupation: Fresh Graduate**

**Interests: Reading, creative writing, swimming, volleyball, travelling, watching documentary f**

***Management Executive***

Happeners Sports Academy, Bangalore, India. (January 2018– June 2018)

* Implements plans
* Manages human resources of organization
* Manages financial and physical resources

**Marketing Executive**

Way to Success Training Institute, Dubai, UAE.

(January 2017 – June 2017)

* Develop and manage marketing campaigns from concept to execution.
* Collaborate with sales manager and channel managers to drive marketing programs.
* Carrying out competitor analysis to ensure the company’s marketing strategy is competing effectively.

**Marketing Executive**

(January 2016 – January 2017)

New Link Businessmen Services, Dubai, UAE.

* Preparing and delivering marketing plans within key objectives.
* Generating and executing marketing campaigns across social media platforms.
* Monitoring competitor activity and generating leads for the products.
* Contacting potential clients via email or phone to establish rapport and set up meetings
* Identifying new business opportunities and contacts for a long lasting partnership.

**Lecturer in Engineering Department**

(June 2012 – October 2015)

Sri Renugambal Polytechnic College, INDIA.

* Managed the coordination between different departments within the institution.
* Found sponsors for different events in the campus acting as the events coordinator.
* Handled the admission process during the start of the academic year.
* Managed the marketing campaigns and advertisements in local and national educational events and exhibitions.
* Was a part of several symposiums held at different Universities in order to promote the institution.

**ADDITIONAL SKILLS AND HOBBIES**

**Date of Birth: February 24, 1994**

**Age: 21**

**Marital Status: Single**

**Occupation: Fresh Graduate**

**Interests: Reading, creative writing, swimming, volleyball, travelling, watching documentary f**

**Languages**

* English (Fluent)
* Tamil (Fluent)
* Hindi (Intermediate)

**Hobbies and Interests**

* Internet Surfing.
* Socializing (Via Internet and social groups)
* Watching movies and critiquing.
* Sports – Chess, Cricket, Athletics and Basketball.

**REFERENCES**

**Date of Birth: February 24, 1994**

**Age: 21**

**Marital Status: Single**

**Occupation: Fresh Graduate**

**Interests: Reading, creative writing, swimming, volleyball, travelling, watching documentary f**

* Available upon request.