

**Selma**

***Email:*** Selma.382142@2freemail.com

**Career Objective**

I would like to be a part of an organization where I can get a chance to exhibit my abilities to meet the organizational goal, hence I will be able to face situations that challenge my abilities and help me grow.

**Professional skills**

* Professionally qualified with an MBA in Human Resource and Marketing, accented with latest concepts and developments and having an inborn professional aptitude
* Articulate and comprehensive when dealing with clients at all levels via telephone and email, to ensure successful communication via actively listening and probing questions
* Ingrained potential of handling multiple tasks easily and capable of meeting deadlines
* Enjoy sharing knowledge and encouraging development of others to achieve specific team goals
* Refined planning and organizational skills that balance work, team support and ad-hoc responsibilities in a timely and professional manner
* Experience in preparing and analyzing global reporting data for management accurately and to timescales
* Proficient in MS Office, MS Excel, MS PowerPoint, SPSS 20.

**Professional Experience Summary**

**Organization:** Acadgild (EDVISTA)

**Total Experience:** 1 year 8 months

**Organization Overview:**

**Designation:** Social Media & HR Executive

**Duration:** 26thAugust 2015 till 29thApril 2017

Acadgild is a technology education startup, founded by IT Industry professionals from IIT/IIM. It aims to create an ecosystem for skill development, where people can learn from mentors & from each other. It focuses on providing highly effective quality online education to the world.

**Key Roles & Responsibilities**

* Pre-Employment analysis through gathering profiles from various job portals and short listing the candidates
* Conducting the preliminary interview to analyze the competency of candidate
* Document Management for all the employees
* Managing and publishing the weekly business Target Report
* Working with Social Media Marketing Department in relation to the SEO, Keyword Search, On-page SEO & Off-page SEO & Email marketing campaigns to analyze the market trend, Customer base and customer requirement to customize the existing product to cater the need of the customer
* Also, handling client’s/customer’s queries, revisiting the customers through calls to know the customer feedback/Satisfactory Report
* Coordinating & arranging the meetings with subject matter experts
* Forwarding the leads to the Sales Team for further processing
* Updating the Customer Relationship Management (CRM) database
* Handling the operations related work to manage client’s expectation and to meet desired business goals
* Handling the batches, explaining the dashboard to the students
* Student Query Management by analyzing the issue/requirement and working with respective operational department to give the client better and smooth experience.

**Academia**

* Masters in Business Administration (HR and Marketing) from St. Aloysius Institute of Management & Information Technology (AIMIT) in 2014
* Bachelors in Business Management (Human Resource, Marketing & Finance) from Dr. NSAM First Grade College (NITTE) in 2012
* Pre-University Education from Dr. NSAM PU College (NITTE) under Mangalore University in 2009
* State Board of Secondary Education (S.S.L.C) from Srimad Bhuvenendra High School in 2005.

**Projects Undertaken**

**Internship/Project of 8 weeks:**

**Company**: Frontline Automobile Industries (Chevrolet) Mangalore.

**Title**:Study on Customer Satisfaction and Their Preference towards Chevrolet Cars.

**Brief Description:** The project was undertaken to analyze the Customer Satisfaction rate in relation to aftersales service by the company.

**Business Consultancy Project of 12 weeks:**

**Company:** ADIDAS Showroom, Mangalore

**Title:** Study on Customer Footfall in ADIDAS Showroom, Mangalore.

**Brief Description:** This project was undertaken to identify prospective client conversion rate and also tounderstand gap in marketing strategy to make the conversion ratio more favorable for the Showroom.

**Strengths**

* Zeal to learn new and emerging technologies.
* Self-Motivation.
* Good interpersonal and communication skills.
* Attention to detail, Team Player, Quick Learner, good problem-solving skills, logical Reasoning and Multitasking.
* Efficient and persistent – Managing time and ensuring that deadlines, actions and objective are fully achieved as requested even when faced with challenges and work pressure.

**Achievements**

* Won numerous prizes in dance competitions and sports events.
* Participated in various workshops and seminars held on Human Resource and Marketing.
* Participated in the National level ‘Entrepreneurship Development Program’.
* Actively participated in the workshop on ‘Leadership’ held at college.
* Acted as Organizer and Coordinator of the Gavel Clubs.

**Areas of Interest**

* Digital Marketing
* Search Engine Optimization (SEO)
* Search Engine Marketing (SEM)
* Social Media Marketing
* HR Operations

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| **Personal Vitae** |  |
| Nationality | : Indian |
| Marital Status | : Single |
| Date of birth | : 03 October, 1991 |
| Linguistics | : English, Hindi, Kannada & Konkani |

Declaration: I hereby declare that the information furnished above is true to the best of my knowledge.

Regards

**Selma**