**RESHAM**

Date of Birth: 26th June 1996

Valid UAE Driving License

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 **PROFILE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

A diligent, competent and reliable individual, seeking an entry level position in marketing that can help in consistently testing my skills, utilizing theoretical concepts into practice, perform analysis on unstructured data to develop solutions enabling creative and critical thinking.

 **EDUCATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 *Google Ad Words Certification (Online Course)* April 2019- Present

 **Google Academy for Ads**

 *Bachelors of Business Administration (Honors)* // *Marketing and Management Studies*

 **Heriot Watt University, Dubai Campus, UAE** September 2014- July 2018

* Recipient of the 25% academic excellence scholarship for 4 consecutive years.
* Secured an Upper Second Class honors division in the 4th Year.
* Awarded the Departmental Prize for Honors Thesis.

 *Higher Secondary Certificate, CSBE curriculum// Accounts, Economics and Business*

 **The Indian High School, Dubai** April 2000- April 2014

* Secured a 90% in Grade 12th CBSE Board Examination
* Secured a 9.4 CGPA in grade 10 CBSE Board Examination.

 **WORK EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **3s Business Advisors Private Limited, Mumbai India** December 2018- March 2019

 *Management Intern*

* Drafted and prepared agendas, resolutions and minutes of board meetings, extra-ordinary and annual general meetings for company clientele.
* Reviewed financial statements and auditor reports and collated information to fill board report and corresponding forms, ensuring that the analysis drawn is communicated to the clientele.
* Gathered information on Companies Ordinance 2019, drawing parallels with the regulations previously governing the company law in India.
* Studied the implications of the Ordinance on the corporate law sector in India and accordingly summarized it in MS Power Point presentation as an informational guideline for the senior management and company clientele.

 **Mumbai Smiles Foundation** July 2017- September 2017

 *HR and Communications Intern*

* Assisted in HR department functions that included maintaining the monthly MIS of attendance leave tracker, overtime and absenteeism of staff and generated the monthly attendance report for the salary and the final payroll output.
* Assisted the communications team in the creation and design of a promotional campaign **‘Pink for Run’** for girl child education for the Standard Chartered Mumbai Marathon 2018.
* Researched and analyzed the competitor communication material and digital content of gender equality and education in India.
* Liaised with the partnership and education departments, to gather the relevant marketing data and campaign files needed in the process of developing the campaign

**e7: Banat al Emarat- Daughters of the Emirates, Dubai, UAE** March 2017 - April 2017

 *Intern*

* Communicated and promoted the e-7 initiative to 42 universities across UAE through cold calling.
* Computed and updated the database of information provided by all Universities.

 **ACADEMIC PROJECTS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **Thesis - Modeling Tourism Experiences: An exploratory case study of Dubai Museum**

An academic research of 14,000 words that explored experiences and behavioral patterns

post their visit to the Dubai Museum.

* Collated and analyzed information obtained from 15 semi-structured interviews and physical artifacts using template analysis to test the heritage tourist experience framework, developed through theoretical research and accordingly revised the same to conceptualize a framework relevant within the context of Dubai Museum.
* 1 of 3 students from the summer 2018 BBA batch to be awarded the Departmental Prize for Honors Dissertation for securing the highest dissertation marks in the program.

**Digital Marketing - Building a social media strategy for the Heriot Watt Alumni Club**

* Conducted a social media audit tracing the ‘likes’, ‘followers’ and ‘type and purpose of posts’ of the existing social media channels of the alumni club.
* Formulated and built an engagement strategy and editorial calendar according to insights and analytics provided by the social media channels of the alumni club.

 **OTHER PROJECTS**

* Business Plan 2016- Icona Caffe
* Project Management- Launching a Heriot Watt Student Paper
* Marketing Perspective Consultancy- Market Vision

**KEY SKILLS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Fluency in Languages like English, Hindi, Sindhi and literate in Arabic.
* Proficient in Microsoft Office including Word, PowerPoint, Excel and Windows software.
* Sourcing of information using academic databases such as Sage journals and EmeraldInsight.
* Ability to produce clear and concise work.
* Strong research skills that aid in problem solving and analysis.