



DEEKSHID RAJ

PROFESSIONAL SUMMARY

Detail-oriented administrative professional with expertise in marketing and a proven track record of supporting business operations and enhancing brand visibility. Skilled in managing marketing campaigns, conducting market research, and optimizing social media strategies to drive engagement. Adept at coordinating administrative functions, ensuring efficient workflow, and fostering collaboration across teams. Committed to leveraging marketing insights to contribute to organizational growth and success.

WORK EXPERIENCES

ADMINISTRATOR (APR 2020 - AUG 2021) FRIENDS AUTO ELECTRICALS, MANJERI

- Oversaw daily administrative operations, ensuring efficient workflow and effective communication among staff.
- Managed financial records, including invoicing, budgeting, and expense tracking, to support business operations.
- Provided exceptional service to clients, addressing inquiries and resolving issues to enhance customer satisfaction.
- Monitored inventory levels and coordinated with suppliers to maintain adequate stock for operations.
- Collaborated with team members to streamline processes and improve overall operational efficiency.

INTERNSHIP

MARKETING ADMIN INTERN (DEC 2022- MAY 2023) DE GADGET FACTORIE, MANJERI

- Conducted research to analyze market trends and competitor strategies, contributing to informed marketing decisions.
- Assisted in managing social media accounts, creating engaging content to increase brand visibility and audience engagement.
- Supported the planning and execution of marketing campaigns, helping to track their effectiveness and gather feedback.
- Performed administrative duties, including data entry and maintaining marketing materials, to streamline operations.

PROJECT

A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON JOB SATISFACTION

- This study explores the link between employee engagement and job satisfaction, highlighting how increased engagement enhances overall job fulfillment. By analyzing survey data, the research identifies key drivers of engagement that contribute to higher levels of job satisfaction in the workplace.

CONTACT



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Bur Dubai,UAE

EDUCATION

- **PROFESSIONAL PROGRAMME IN LOGISTICS OPERATION AND SUPPLY CHAIN MANAGEMENT**
(2024 July - 2025 May)
- **MASTER OF BUSINESS ADMINISTRATION (2021-2023)**
Bangalore Institute of Management Studies, Bangalore
- **BACHELOR OF BUSINESS ADMINISTRATION (2017-2020)**
Erannad knowledge city college of commerce and science

SKILLS

- Marketing Strategy Development
- Social Media Management
- Content Creation
- Market Research and Analysis
- Brand Management
- Project Coordination
- Communication Skills
- Customer Relationship Management
- Data Entry and Management
- Office Administration
- Effective communication
- Administrative skills
- Active listening
- Decision making
- Crisis management

DIGITAL SKILLS

- MS office