



FATHIMA UMAR

MBA - OPERATIONS AND MARKETING MANAGEMENT

Personal Details

Father's Name: Umar M.A

Mother's Name: Saira Umar

Date of Birth: 25.04.1995

Languages Known: English,
Malayalam, Hindi

Marital Status: Married

Nationality: Indian

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Skills

- Creative Artist
- Positive and Innovative
- Independence
- Self-motivated
- Problem solving
- Cooperative
- Responsible towards work

Career Objective

Dynamic Professional with MBA in Operations and Marketing Management seeking an opportunity with the Social Media department of an established organization. Seeking a challenging position in the industry, where I can apply my skills and ability, learn continuously and grow in my career while being resourceful, innovative and flexible in my approach.

Education & Training

- MBA in Operations and Marketing Management from Amity Global Business School, Kochi with 6.2 cgpa.
- BBM with Human Resource Management in 2012-2015 with 55% marks from St.Philomena's College, Mysore under University of Mysore.
- P.U. from St.Philomena's P.U College under Karnataka State Board in 2012 with 52% marks
- 10th from Podar International School, Mumbai under Maharashtra Board in 2010 with 71% marks

Computer Skills

- Familiar with Shopify and other CRM Tools
- Good knowledge in word and excel
- PowerPoint
- Typing

Work Experience

ORGANIC & REAL, DUBAI - DEC 2020 - PRESENT

E-COMMERCE CO-ORDINATOR

- Communicating and Coordinating with Marketplace Partners
- Listing products in Marketplace : Amazon, Instashop, Noon, Now Now
- Pricing the products that are listed in Amazon, Instashop, Noon, Now Now
- Preparing invoices for orders received
- Scheduling the Order and ensuring timely delivery of the order
- Packaging and dispatching of orders
- Working for FBA(Fulfilled by Amazon) and FBN(Fulfilled by Noon)
- Working on Shopify Backend

CUSTOMER EXPERIENCE MANAGER

- Provide knowledgeable answers to customer phone and e-mail inquiries regarding products and brand
- Managing the Social Media Handles for the company.
- Assist clients on order-on-line
- Touch base with existing customers to ensure high customer retention
- Deal with orders in the back office and liaise with logistics
- Follow-up on orders and liaise with customers, suppliers etc
- Follow-up on all customer requests to ensure the brand provides the highest level of customer service in the industry
- Manage ongoing customer relationships utilizing our CRM tools
- Develop collaborative, positive working relationships with staff
- Assist customers with after-sales issues with orders, if any and provide solution to ensure customer satisfaction.
- Be a primary contact for customer inquiries about our products and brand.
- Able to communicate concisely our company policies to client
- Maintain and update regular client correspondence

Work Experience

SOFT SKILLS TRAINER - PATRIOT EDUCATIONAL INSTITUTIONS, TRISSUR - JAN 2020 - DEC 2020

- Facilitate day to day classes
- Establish and communicate clear objectives for all learning activities
- Encourage students to actively participate throughout class.
- Use a modern and dynamic teaching approach which allows students to communicate easily using the English language
- Research and devise entertaining, interesting, productive lessons for students.
- Assess and record trainee progress by setting and marking coursework and examinations
- Responsible for training the TISS module and IATA Geography course as per the IATA standards and curriculum
- Teach students about the structure and content of English language, including proper grammar, spelling and sentence structure.
- Preparing and providing regular exercises on English language and basics in communication.
- Create lesson plans and modify accordingly throughout the course period.

HR ADMIN - SMART MOVES, TRISSUR - MAR 2019 - DEC 2019

- Answer phone inquiries, direct calls and provide basic company information
- Help prepare reports, presentations, and data.
- Monitor incoming emails and answer or forward as required
- Designing and implementing the recruiting strategy
- Attracting suitable candidates through databases, online employment forums and social media,
- Conducting interviews and filtering candidates for open positions.
- Assessing applicants' knowledge, skills, and experience to best suit open positions.
- Providing recruitment reports to team managers.

Other Experience

- Worked as an intern at VTJ Hyundai, Kundannoor.
- Owned a boutique in Mysore and managed all the aspects of the business from purchase of materials to the marketing of the products in the outlet as well as online.

Major Duties undertaken:

- Purchasing Materials for the business
- Formulating Marketing strategies for the business
- Pricing decisions
- Managing social media account for the Business and carrying out sales and delivery
- Maintaining Customer Relationship

Achievements

- Set up a Business in Mysore and ran it successfully.
- Conducted a Fashion Show at MICA for the MICA Fest and designed over a dozen Dresses
- Member of Marketing Club, active participation and co-ordination in Management Fest "ANKH 2014"
- Participation in various cultural activities at school and college level.
- Volunteered for Kochi Marathon 2016
- Volunteered for Great Kochi Treasure Hunt.

Declaration

I hereby declare that the above given information are correct to my best of knowledge.

For more information please don't hesitate to contact me.

Dubai

Fathima Umar