

LIJINA MOL

MBA – FINANCE AND MARKETING



Al Nahda, Sharjah – UAE



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PROFESSIONAL SUMMERY

- An MBA professional specialized in Finance and Marketing.
- Have an excellent communication and people skills.
- Have a knowledge and understanding of various accounting and finance tools.
- Good team worker with the ability to accept challenges.
- Worked as Administrative cum Book-keeping Clerk.

PROFESSIONAL EXPERIENCE

Company : CMR Builders & Developers
Balapuram, Vayattuparamba (P.O),
Kannur, Kerala, India - 670571

Designation : Administrative cum Bookkeeping Clerk

Duration : 2017 February to 2019 April.

DUTIES AND RESPONSIBILITIES

- Planning, developing and implementing PR strategies
- Answering enquiries from media, individuals and other organizations, often via telephone and email

- Researching, writing and distributing press releases to targeted media.
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs.
- Maintaining and updating information on the organization's website
- Managing and updating information and engaging with users on social media sites such as Whatsapp and Facebook
- Record all transactions and post costs and income.
- Prepare reports and summaries for supervisors and managers.
- Submit and reconcile expense reports.
- Making general ledger accounting.

PROFESSIONAL SKILLS

- MS Office(WORD, EXCEL, POWERPOINT)
- Tally and Foreign Accounting (Peachtree and Quick book)
- Digital marketing (social media promotion)
- Customer relationship management
- Excellent organizational and time management skills with the ability to multitask
- Ability to cope with pressure.
- Creativity, imagination, quick learning and initiative skills.
- Good teamwork, analytical and problem-solving skills.

EDUCATION QUALIFICATION

- **MBA- Finance and Marketing** in 2016 September from School of Business Studies, DCMS, University of Calicut with **72% marks**.
- **BBA** from University of Calicut in 2013 April with **62% marks**.
- **MFA** (Master in Financial Accounting) with IAB (International Association of Book – Keepers) certificate (1 year diploma course).

PROJECTS UNDERTAKEN

- Project on “**Liquidity management and its relationship to profitability**”
for kannanore spinning and weaving mills, Mahe. Kerala, India
- Study on “**Brand awareness among customers of plastic products**”
for Gemini plastics, Thalassery, Kerala, India.

PERSONAL DATA

Date of Birth : 25/07/1993

Sex : Female

Nationality : Indian

Marital Status : Married

Religion : Christian

Language known: English, Hindi, Tamil and Malayalam

Strength : Self motivated and quick learner

DECLARATION

I hereby declare that all the details furnished above are true to my knowledge and belief.

Yours Sincerely

LIJINA MOL