

NIKHITHA CHELIKKATTIL



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An accomplished HR and administrative officer with expertise in sales, customer support, digital marketing and work force management in various industry verticals.

CAREER OBJECTIVE

To obtain a challenging career in the human resource field where I can utilize my knowledge and experience to achieve professional as well as my career goals

PROFILE SNAPSHOT

- Experienced in Induction and orientation program and new employee training.
- Experienced in Recruitment and selection
- Strategic planning and execution
- Customer relationship management
- Administrative efficiency
- Basic digital marketing

WORK EXPERIENCE

HR & Administrative Officer
April 2019 – Till Date

Blue Gulf Marketing and Events Management

Roles and Responsibilities:

- Organizing and managing new employee orientation and training programs.
- Assist in generating and updating daily sales reports and productivity reports.
- Support the management of disciplinary and grievance issues.
- Provide counselling and support on policies and procedures.
- Assisting with payroll by providing relevant employee information, i.e. holidays and sick days taken.
- Enter and retrieve information contained in computer database, update records, files and answer inquiries from promoters.
- Compile copy, sort file records of office activities promoters schedule and other activities
- Prepare and collecting documents for Airport pass application.
- Handling add on responsibility for employees' visa, labour card and medical applications.
- Coordinate with the activities of different department to keep the organization running smoothly.
- Liaise with different Duty-Free outlets of the company to bring sales and attention of staffs.
- Maintain and update employee work schedule for duty free and send up to date schedules by email and get confirmation from all.
- Maintaining current HR files and database of employees.
- Check employee documents expiry and work on renewal process.
- Analyzing the time sheet of employees and prepare invoices.
- Work with hiring managers by posting job ads and organizing resumes and job applications.
- Scheduling interviews and assisting in interview process.
- Create and update WhatsApp groups based on each promotion to keep communication with employees and to share other details in duty free
- Coordinating and arranging meetings and trainings.
- Work on Company web site promotion by digital marketing.

Achievements: -

- Been complimented by Managing Director for Re-organized the entire recruitment system and sourcing candidates.
- Elected as the best employee of the month for 3 time.
- Come up with new ideas that improved the sales of the company

Sales and Digital Marketing Officer
Oct 2017 – March 2019

StepIntex Trading LLC

Roles and Responsibilities:

- Prepare, maintain and update customer database with emphasize on commercial importance.
- Co-ordinate and organize meetings, interviews, trainings, workshops, travel and accommodation arrangements.
- Assist management in collecting, analyzing and evaluating information related to existing and potential clients.
- Processing purchase requisitions, Preparing invoices & delivery orders and various sales reports.
- Maintain and manage office calendar and co-ordinate the workflow and meetings.
- Send summarized news, reports, documents and policies to employees, partners and customers.
- Create and update records and database of employees.
- Coordinating with marketing and sales team to ensure on time service delivery and customer satisfaction.
- Analyze market trends and perform demand and supply planning
- Deals with employee requests regarding workplace issues.
- Manage workforce, time sheets, employee performance and reward programs
- Overseeing the social media strategy for the company.
- Improving the usability, design, content and conversion of the company website.
- Updating social media channels on new products, events and company news.
- Negotiate and co-ordinate with suppliers for deliveries and perform vendor management.

Admin Officer & Digital Marketing
June 2016 – July 2017

Unik Global Service PVT Ltd

Roles and Responsibilities:

- Welcomes new employees to the organization by conducting orientation.
- Manage office infrastructure including space planning, health and safety, layout design changes, review of soft services including cleaning, housekeeping, security and facilities management.
- Career counselling helps students to identify the professional goals and enabling them to take a wiser academic decision and give personal guidance.
- Handling enquiries and gives detailed information about abroad education and the other procedures.
- Co-ordinate and organize meetings, interviews & trainings.
- Maintains employee confidence and UI operations by keeping HR information confidential.
- Maintains quality service by following organization standards.
- Provides secretarial support by entering, formatting, and printing information; organizing work; answering the telephone; relaying messages; maintaining equipment and supplies.
- Create and update student's records and databases.
- Provide learning materials and resources for use in educational activities, coordinate appointments and schedule examinations.
- Analyze performance of students by conducting class tests and other sections and recommend the changes to increase the result.

- Collect, analyze, evaluate and report market opportunity and market trends in order to increase the sales productivity.
- Assist management in collecting, analyzing, evaluating and short-listing candidates with suitable profiles according to roles.
- Create management reports and PowerPoint presentations.
- Managing website and promote company's services in the digital space.
- Work closely with content writing for campaigns, including taglines in marketing collateral and ensure quality and accuracy of content.
- Using Social Media to enhance the company profile, identify potential customers and email/social media campaigns.

PROFESSIONAL & EDUCATIONAL QUALIFICATIONS

2016 MBA HR from Bharathiar University, Kerala, India
 2014 BA English language and literature, Calicut University, Kerala, India
 2011 Pre-Degree, Humanities, Department of higher secondary education, India
 2016 Certified in Microsoft office suite, Institute of Research and Services.
 2019 Fundamentals of Digital Marketing, Google Academy.

EXTRAMURAL ACTIVITIES / ACCOLADES

- Functioned as a National Level Management Fest, 2016 and responsible for:
 - Overall management of the fest which had 20 B- schools to participate (246 participants) and Budget amounted to INR 500,000/-
 - Assigned duties and responsibilities for the committees and convened meeting of committee heads regularly to assess the progress
- Undertook the post of General Secretary of Arts Association at Chinmaya Mission college, Trissur 2015 efficiently:
 - Organized a national seminar, which was attended by 1,500 students on, leadership skills in association with the help of Principal, faculties and Alumni club which went on for 3 days

PERSONAL DETAILS

Date of Birth : November 13, 1993 Languages Known: English, Hindi, Malayalam & Tamil
 Marital status : Single
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 LinkedIn URL : <https://www.linkedin.com/in/nikhitha-chelikkattil-64ba40136/>

References will be provided upon request