



FATHIMA M.S



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Location
Dubai | United Arab Emirates

Profile Info

Business Development Executive and MBA graduate specialised in HR & Marketing with 1 year of experience in Sales & Marketing, Business development and HR seeking a position as Marketing Executive/HR Assistant/HR Executive in reputed companies in IT, Healthcare, Retail, Education, Banking, Hospitality sectors in UAE.

Work Experience

● BYJU'S THE LEARNING APP | KERALA | INDIA

Industry - Education

BUSINESS DEVELOPMENT EXECUTIVE

- **Engage customers through systemic BTL activations**
- Take ownership for **maintaining a smooth offline presence** in various BTL campaigns
- **Maintain excellent relationships** with all the clients/customers & team members
- **Identify opportunities, keeping in mind their effectiveness and cross-selling** implications while adhering to brand guidelines
- **Acquire footfall & generate leads**
- Handle queries of parents and students proactively
- **Work on auditing and quality monitoring of the leads generated** to measure the effectiveness and recommendation of improvements as needed
- **Call and send emails to prospective customers or partners**
- **Ensure proper conduction of multiple BTL campaigns** with proper **planning and forecasting** based on the location
- **Report the progress** to the higher officials on a daily basis.

● DEXPRO INNOVATIONS PVT LTD | KERALA | INDIA

Industry - Information Technology Services

JUNIOR MARKETING EXECUTIVE

- Answer **customer queries** about product specification and uses.
- Working **with sales teams to develop targeted sales strategies**.
- **Maintain long term client/customer relations** to facilitate sales.
- **Tracking sales data** to ensure that company meets sales quotas.
- **Creating and presenting monthly sales reports**.
- Knowledge about **Digital Media & Technology Solutions, Mobile App, Digital Marketing, E-commerce**, etc.
- Actively **participated in conducting marketing campaigns** to enhance product reach.
- Managing **social media handles** of the company.
- Managing **Ad campaigns** for lead generation.
- Regular **posting on social media** handles.
- Providing **creative ideas** to designing team

Education

2020

MASTER OF BUSINESS ADMINISTRATION

Kerala University | India

Course Completed

Professional Human Resource Management - UAE Labour Law

- CALIBRI TRAINING & DEVELOPMENT LLC

Certificates

The Fundamentals of Digital Marketing

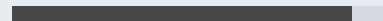
Google Digital Unlocked

• **TEXPORT INDUSTRIES PVT LTD | KERALA | INDIA**
Industry – Textile
HR INTERNSHIP

- **Updating Company database** by adding new employee information
- **Posting job advertisements** to job boards and social media platforms
- **Screening potential employees resumes and application** forms to identify suitable candidate to fill vacancies.
- **Organising interviews with shortlisted candidates.**
- **Assisted in Payroll preparation.**
- **Responding to staff enquiries** regarding HR policies, employee benefits and other HR related matters.
- Generated important letters and memos to be sent out to all employees in a timely manner.

Expertise In

Customer Service



Relationship Management



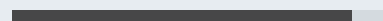
Telesales



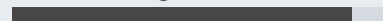
Business Development



Lead Generation



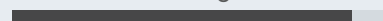
Cross Selling



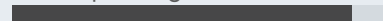
Sales Promotion



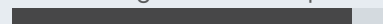
Sales & Marketing



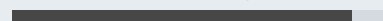
Mis Reporting



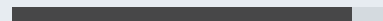
Resourcing & Talent Acquisition



Manpower Planning



Wps/Payroll Processing



Communication/Administration

