




ABIJITH PRADEEP

MARKETING COORDINATOR

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 Abu Dhabi, UAE

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SKILLS

Adaptable & Flexible
Assertive & Attentive
Team Player
Communication & Collaboration
Research and analysis
Office Management
Content Marketing
Advertising planning
Negotiation & Customer Service
Creative Graphics
Event Management

EDUCATION

MBA / MASTERS

Bangalore University,
Bangalore, India
2018 – 2020 (Awaiting results)

BBA / BACHELORS

Annamalai University,
Abu Dhabi, U.A.E
2014 - 2017

PERSONAL DETAILS

Date of Birth: 7 June 1995
Gender: Male
Visa Status: Visit Visa UAE
Passport No.: L9521067
Languages: English, Malayalam,
Hindi

RESUME OBJECTIVE

Recent MBA graduate looking for a position that can leverage my aptitude for identifying market trends and customer behavior that reach target audiences. Looking for a role that can offer me hands-on training to provide thought leadership and implement best practices for online and offline marketing.

EXPERIENCE

Marketing Coordinator

Huemen, Bangalore, India / Sept 2020 – Aug 2021

- Identify the client's requirements and expectations for each event.
- Liaise with vendors, exhibitors, and stakeholders during the event planning process to ensure everything is in order.
- Manage all event set-up, tear down, and follow-up processes.
- Maintain event budgets.
- Book venues, entertainers, photographers, and schedule speakers.
- Conduct final inspections on the day of the event to ensure everything adheres to the client's standards.
- Assess an event's overall success and submit findings.

Marketing Associate

ISD Global, Dubai, U.A.E / Feb 2020 – Aug 2020

- Prepared well-structured drafts using digital word processing and publishing platforms
- Creating and distributing marketing copy to advertise our company and products
- Assisting the creative team with the design of promotional materials.
- Using social media to engage consumers, respond to questions or complaints, and to promote company initiatives.
- Designed posters and other creatives for social media consumption

Marketing Executive / Content Developer

Elite Wing, Dubai, U.A.E / Nov 2017 – Dec 2019

- communicate with target audiences and build and develop customer relationships
- Official event photographer for the Dubai Airshow 2017
- Handling data and preparation of quotes based on the customers' requirements.
- Organizing events and arranging transportation.
- Recorded, transcribed, and distributed minutes of meetings
- Maintained an active channel of engagement with clients through social Media.

Administrator / Sales & Marketing Associate

Lifeline Wellness Gym, Abu Dhabi, U.A.E / Sept 2015 – Nov 2017

- Coordinate office activities and operations to secure efficiency and compliance to company policies
- Manage staff attendance, allocation and roster.
- Handling all staffs joining formality including staff accommodation passport and visa details, uniform and branches allocation.
- Submit timely reports and prepare presentations/proposals as assigned
- Manage agendas/travel arrangements/appointments etc. for the upper management
- Maintenance and development of Lifeline Wellness Gym website, which includes regular website updates, designing of ads and all social media channels (YouTube, Twitter, Facebook, Instagram)
- Contribute to day-to-day marketing tasks, including the designing of promotional materials, build marketing campaigns, photo and video editing of special events + Kept tab on competitors, analyzing their successes and failures and evaluating their impacts on the market
- Created weekly sales reports, disseminated monthly performance evaluations for all branches, and reported to the company CEO
- Provided support for marketing events