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Al ain,UAE



DURGA T R



MARKETING SPECIALIST

CAREER OBJECTIVE

I would like to work in a professional environment together with a dynamic colleagues which help me to promote my abilities and strengthens most.

.2+years of work experience within organizations in India and UAE with proven knowledge in Marketing, Administration and Public relations. Huge passion for marketing, media, advertising, and technology. .Aiming for an opportunity to follow my passion and to improve my knowledge, skills along with organization objective.

PROFESSIONAL EXPERIENCE

Academic counselor

BIMS GROUP UAE (2019-uptil date)

- Providing marketing leads proper guidance for the course required
- Arranging meetings and converting them to sales
- Providing students with good service through out their course.
- Conducting various promotions for new potential leads
- Maximize profitability by setting sales targets
- Social media promotions
- Interacting with various people for sales
- Preparing promotional materials,activities and displays
- Evaluating Competitors.
- Building brand awareness and positioning.

EDUCATION

PG DIPLOMA IN PUBLIC
RELATIONS AND
ADVERTISING(2017-2018)

BA FUNCTIONAL
ENGLISH (2013-2016)

KEY SKILLS

- Good communication skills
- Leadership skills
- Hardworking
- Positive attitude towards working
- Critical thinking
- Creative knowledge
- Easily get involved with new atmosphere
- Able to work as individual as well as in group

ACHIEVEMENTS

- Third rank holder in PG Diploma in Public relations and Advertising From Kerala Media Academy in 2018
- Proficiency Award from JDT islam College of Arts and Science for Topper in BA Functional English
- First prize Winner in Short story writing in Intercollege Fest
- Second prize winner in Patriotic Group song in school level.

COMPUTER KNOWLEDGE

- Microsoft office
- Adobe Photoshop

LANGUAGES

- English
- Malayalam
- Hindi
- Tamil

PERSONAL DETAILS

Date of Birth	04.09.1995
Marital Status	Single
Gender	Female
Fathers Name	Ramamoorthy
Mothers Name	Meenakshi
Nationality	Indian
Passport no	T8151641
Visa Status	Residents Visa

Business promotion Cum

Admin executive

Dr Bhatia Medical Coaching Institute-Trivandrum(2018-2019)

- Developing new promotional campaigns for Increasing Revenue.
- Conducting Events and CSR Activities.
- Digital Marketing Campaigns.
- Maintaining Customer Relationships
- Evaluating Competitors.
- Handling social media,public relation efoorts and content marketing.
- Building brand awareness and positioning.
- Coordinating with Head office for various branch activities
- Handling all Administrative related works.

Project PG DIPLOMA

Company : CIAL(Cochin International Airport Limited)

Subject:PR ACTIVITIES OF CIAL

- Project helped me to gain Experience related to PR activities happening inside an International Airport.
- It also helped me to enhance knowledge and to gain new ideas for CSR activities inside an organization.

Internship MBA

Company: Ten Degree North Communications (PR Communication Agency)

- Internship helped me to Improve my writing skills,and to learn new techniques in Event cordination and PR related activities.

Declaration

I here by declare that all above mentioned information is in accordance with fact or truth up to my knowledge and I bear the responsibilities for the correctness of the above mentioned particulars.

-Durga T R