



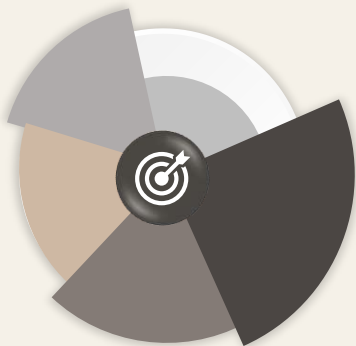
Anitha Antony

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Core Skills

- Customer Relationship Management
- Business Administration
- Filing / Paper Management
- Research
- Bookkeeping



Vendor Management

Visual Media and Communication

Management

Business Development

Microsoft Office

Career Summary

Self-motivated go getter with a Master’s in Business Administration from Latvia. Leveraging on her educational background, acquired propositional knowledge in Global Marketing, Export and Import Business, Sustainable development and Innovations, Strategic and Change Management, Human Resources – Management & Development, Financial Investment Management, SME, Quality Management and Project Management. Experiential knowledge in Administration and Business Development, excels in prioritizing and multi – tasking. Proficiency in Customer Service via calls, mails and in – person enquiries.

Adept at learning quickly and a wide frame of imagination; the know-how on transmission of information to key audiences through various media platforms including, Visual Media, Websites, Television and Print Publishing. Ever enthusiastic and responsible with whatever task is partaken; always on the lookout for opportunities, delivers her optimum best.

Career Timeline



Educational Qualification

October 2017 – June 2019 - Master’s in Business Administration - Turiba University

November 2014 – April 20117 - Bachelors in Visual Communication - DIMS University

2014 - Higher Secondary Examination - Toc H Public School

Capable Of

Delivering quality work in quality time. Providing a perfect balance of creativity and practicality in all assignments taken up. Is well versed in MS Office and is efficient in speed-typing. Tasks that can be efficiently handled under various job profiles include:

- Research and generate a list of potential clients through offline and online marketing and social media channels.
- Set up meetings with potential clients - 5-star hotels, top pubs, and bars.
- Research the brand image the client wants to portray.
- Prepare sales proposal for the meetings.
- Understand client requirements and match the service offerings.
- Follow up with clients post onboarding.
- Take part in brainstorming activities.
- Take part in networking meets.
- Planning and coordinating administrative procedures and systems and devising ways to streamline processes.
- Ensure the smooth and adequate flow of information within the company to facilitate other business operations.
- Manage schedules and deadlines.
- Monitor inventory of office supplies and the purchasing of new material with attention to budgetary constraints.
- Monitor costs and expenses to assist in budget preparation.
- Oversee facilities services, maintenance activities and tradespersons.
- Organize / supervise other office activities (recycling, renovations, event planning etc.).
- Ensure operations adhere to policies and regulations.
- Keep abreast with all organizational changes and business developments.

Personal Attributes



Punctuality



Creative Thinking



Flexibility (Adaptability)



Organisational Skills



Decision Making



Time Management



Client Servicing



Teamwork



Attention to detail



Negotiation



Assertiveness



Tact, Discretion / Diplomacy



Proactive

Work Experience

K.V. Constructions

Responsibilities:

- Planning well and displaying foresight in decisions.
- Sound concept knowledge of administration related issues.
- Networking with agencies and vendors.
- Thinking inventively and creatively – generating ideas and carrying it on to implementation under senior supervision.
- Problem solving and trouble shooting ability.
- Maintaining quality service by establishing and enforcing organizational standard.
- Assist in development of marketing plans; handling accounts.
- Maintaining & monitoring laws and regulations to ensure compliance.
- Assist in cash handling, creating revenue drop reports and salary administration.

Internship

CJ Events, Paris

Responsibilities:

- Create & publish engaging content for social media platforms, in alignment with the marketing and product strategy.
- Create & update editorial calendar
- Brainstorm new activation ideas to engage and increase our social media communities
- Follow market news and key influencers; ability to react to their content, engage and increase company visibility
- Analyse campaigns and activations performances (sales, traffic, awareness...) with the objective to optimize campaigns and bring recommendations for future actions
- Monitor competitors, market and communities' activities to highlight best practices, emerging trends, activation ideas.
- Gather market information, customer insights and community feedbacks & develop ideas to interact with our users to have a deeper user understanding.

Diseno Interior, Spain

Responsibilities:

- Collect quantitative and qualitative data from marketing campaigns.
- Perform market analysis and research on competition.
- Support the marketing team in daily administrative tasks.
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web).
- Prepare promotional presentations.
- Help distribute marketing materials.
- Manage and update company database and customer relationship management systems (CRM).
- Help organize marketing events.