

NANDANA RAJEEV

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Career Objective: To secure a challenging sales and marketing role in a dynamic organization where I can leverage my strong interpersonal and communication skills, creative thinking, and passion for building customer relationships to achieve measurable results. I aim to contribute to the growth and success of the company by developing effective marketing strategies, building and nurturing key client relationships, and driving sales growth. I also seek opportunities to learn and grow as a professional in the field of sales and marketing, while achieving personal and organizational goals.

Professional Credentials

ESAF Small Finance Bank, Alappuzha, India

Sep 2021 – Jan 2023

Assistant Manager| Branch Operations Officer

- Developed an understanding of daily business operations and services carried out.
- Managed several roles including Head Cashier position with precision at the bank along with other jobs allotted.
- Increased the business value of the bank with new client acquisitions by 25million in the last quarter.
- Consulted with clients to identify business opportunities and technical requirements as mandated by the bank.
- Improved quality of services to support customer needs and promoted loyalty.

Skills Learnt: Negotiation, Sales pitching, Team management, Decision making, Cash handling

Internships and Live Projects

Rajagiri Centre For Business Studies, Kochi, India

June 2019 – May 2021

Placement Coordinator

- Collaborated with the externship coordinator to administer the changes in the trends of placements.
- Created the Placement brochure of 2021 along with the other placement coordinators and program directors of the institution.
- Coordinated and managed placement drives seamlessly for many reputed organisations and was offered an internship at Landmark Group
- Consulted with both corporates as well as students with respect with the placement drives or sessions.
- Interacted with corporates during industry interactive sessions and got insights of the industrial environment.
- Organized one to one mock interview session for the batch members by the alumni of the institution for getting a better idea about the industry.
- Prepared and maintained data of the students for placement purposes.

Skills Learnt: Communication and listening, Team management, Multitasking, Decision making

Akanksha Foundation, India

Oct 2022-March 2022

Project Trainee

- Created content marketing campaigns to drive leads and audience to generate traffic for the sessions.
- Developed various content types, including social media posts, posters, emails and blogs.
- Collaborated with team members to create innovative content ideas.
- Analysing the metrics of content marketing and making changes as required.

Skills Learnt: Social media marketing, Content creation

Business Development Intern

- Fostered relationships with customers to expand customer base and enhance loyalty and retention.
- Addressed customer enquiries and concerns to facilitate decision-making and minimize anxiety or hesitation.

Skills Learnt: Data analysis, Email marketing, Communication, Telemarketing

Academic Credentials

Rajagiri Centre for Business Studies, Kochi, India

2019-2021

Post Graduate Diploma in Management | Major: Marketing and Human Resource | CGPA: 6.54

Dissertation:

- Social media marketing efforts of Smartphones: influence on Brand Equity and Consumer Behaviour
- Positive and negative behaviours resulting from Brand attachment: The moderating effects of Attachment styles, An Indian Perspective

Amrita School of Arts and Science, Kollam, India

2016-2019

Bachelor of Business Administration – BBA

Dissertation:

- The relationship between youth's perception of Body-image and spending.
- Innovation in pipeline' - Consumer and Entrepreneur Retrospectives on Start-ups in Kerala

Carmel International School, Alappuzha, India

2019

Certificate of Higher Education: 12th Standard (ISC)

Certificate of Higher Education: 10th Standard (ICSE)

Certifications and Publications

- Digital Body Language- LinkedIn
- Digital Networking Strategy- LinkedIn
- Business Branding Strategy: The Complete Course Part 1- Udemy
- An Introduction to Consumer Neuroscience & Neuromarketing- Coursera
- Sustainable fashion - Coursera
- Marketing Fundamentals - Coursera
- Digital Skills: Digital Marketing Accenture - Future learn
- Published a paper in the Journal of Advanced Research in Dynamical and Control Systems (JARDCS) on the topic 'Innovation in pipeline' - Consumer and Entrepreneur Retrospectives on Start-ups in Kerala.

Skills & Interest

- *Technical skills:* Intermediate in MS Office, Beginner in SPSS
- *Interpersonal Skills:* Creative, Attention to detail, Self-Motivated, Goal Oriented
- *Languages:* English, Malayalam, Hindi
- *Interest:* Art work, Journaling

Personal Details

- *Address:* Ritaj, Block C, Dip 2, Dubai
- *Passport number:* W2227796
- *Visa Status:* Visit Visa