



NIKHILA BINUMON

CONTACT - +971505679268

PROFILE

Dedicated marketing and HR professional with background in Direct marketing, social media marketing (E-mail marketing & LinkedIn marketing), Staff recruitment and development. Friendly and engaging team leader and player able to inspire team to perform their best. Passionate in developing innovative presentation with communication, interpersonal and mentoring Skills.

CONTACT

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- Phone- +971 505679268
- DOB - 12/07/1999
- Marital Status - Single
- Passport No. - X5503745
- Visa Type - Visit
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SKILLS

- Marketing
- Management
- Recruitment & Hiring
- Conflict Management
- Social Media Marketing
- Computer proficiency
- Team Collaboration & Leadership
- People Skills
- Communication Skills

LANGUAGES KNOWN

- English
- Malayalam
- Hindi

EXPERIENCE

MARKETING ASSOCIATE-US RECRUITMENT -NEWAGESYS.INC (NOVEMBER 2022 – FEBRUARY 2023) - FULL- TIME

- Analyzed the Job requirements of the direct client of the company such as Alcon, Alexion, Boehringer, Merck, Novartis etc.
- Searching, screening & shortlisting candidates based on various aspects from job portals (Monster, Dice, Career Builder, LinkedIn, In-house database etc.)
- Conducting initial round interviews with candidates and forwarding them to the Account Manager in US Office.
- Work involved continuous interaction with professionals in USA.

BUSINESS DEVELOPMENT ASSOCIATE - RELISH FOOD PRODUCTS (Subsidiary of Marymatha Traders) (NOVEMBER 2017 – MARCH 2019) - PART-TIME

- Worked independently & helped the marketing group to open up new customer bases in several new markets.
- Developed several business development plans with marketing team.
- Collaborated with the sales group to find new leads.
- Model customer acquisition and revenue growth

INTERNSHIPS

- Marketing Associate | Clarity | July 2021-August 2021
- HR Trainee | Ifortis Worldwide | September 2021-October 2021
- Summer Intern | Ebenezer Printpack (P) Ltd | December 2021 -February 2022
- Campus Ambassador | Kshitij 2022, IIT Kharagpur

EDUCATION

- MASTER OF BUSINESS ADMINISTRATION (MARKETING & FINANCE) | APJ ABDULKALAM TECHNOLOGICAL UNIVERSITY | 2020-2022
- BACHELOR OF COMMERCE | UNIVERSITY OF CALICUT | 2017-2020

ACTIVITIES

CERTIFICATIONS

- Entrepreneurship And IP Strategy | IIT Kharagpur | July 2021 – September 2021
- Healthcare Management | PK Das Institute of Medical Science | 30 Hours Course
- Nehru Out Bound for Leadership Excellence (Noble) |Nehru Group of Institutions |40 Hours Training Program

MEMBERSHIPS

- All India Management Association Member
- National Institute of Personnel Management Member

PROJECT

- A comparative exploration of brand awareness of Eden food products with reference to competitors.