



DHANYA NAIR

Highly motivated and result-driven individual, targeting **Customer Service, Sales Coordinator or Content Writer** roles in an organization with high impact potential, preferably in **Qatar**.

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EDUCATION

- **2011: MBA (Marketing & HR)** | Regional Institute of Management, Bangalore
- **2009: B.Com. (Commerce)** | Don Bosco College, Wayanad

CORE COMPETENCIES

- Corporate Sales
- Competitive Analysis
- Market Research
- Revenue Generation
- Inventory Control
- Content Strategies
- Social Media Management
- Content Management Systems (CMS)
- Copywriting & Proofreading
- Search Engine Optimization (SEO)
- Client Relationship Management

TECHNICAL SKILLS

- Google Analytics
- ALIP & CRM
- SEMrush
- AHREFS
- WordPress
- CPANEL
- Google Search Console
- MS Office 365

SOFT SKILLS

- Analytical
- Problem-solving
- Detail-oriented
- Teamwork
- Communication

TRAINING

- **Mar'21 – Sep'21:** Digital Marketing Training from Indras Academy, Bengaluru

ACHIEVEMENTS

- Won STAR of the Month Award
- Merit of working on the Platform Migration Project
- Recognized with Extra Mile and Top Gun Award
- Achieved TAT by completing the task with accuracy and efficiency

PERSONAL DETAILS

- **Date of Birth:** 7th November 1987
- **Languages Known:** English, Malayalam & Hindi
- **Address:** Kozhikode - 673106, India
- **Nationality:** Indian
- **Passport Details:** U9945173
- **Visa Status:** Resident Visa

PROFILE SUMMARY

- **MBA (Marketing & HR)** professional with **nearly 4 years** of experience; showcasing proficiency in sales coordination at YES Machinery, creating content for Giraf (a Subsidiary of YES Machinery), and business processing for TCS.
- Achieved proficiency in digital marketing through rigorous training at Indras Academy, acquiring comprehensive knowledge and practical skills essential for executing effective digital strategies in today's competitive landscape.
- Proficient in utilizing Google Analytics for comprehensive web analytics, ALIP & CRM platforms for effective customer relationship management, SEMrush and AHREFS for robust SEO analysis; skilled in WordPress for content management, and experienced with CPANEL for web hosting administration.
- Worked alongside cross-functional teams to uphold a consistent brand voice across all content channels, enhancing brand integrity and fostering greater audience trust.
- Showcased expertise in generating innovative ideas, refining brand messaging, and contributing to content strategies that boost engagement and drive conversions.
- Utilized tools such as Keyword Analysis, Google Analytics, Keyword Planner, and Google Search Console to maintain information consistency.

WORK EXPERIENCE

Giraf (For YES Machinery, UAE), Remote | Sales Coordinator | Jul'22-Aug'24

Key Result Areas:

- Receiving and assessing customer demands and inquiries promptly.
- Creating accurate and competitive price quotations based on client requirements and providing them with detailed quotes and product information.
- Managing relationships with international suppliers, ensuring timely procurement and delivery of products.
- Creating compelling and top-notch content for various online platforms; conducting thorough research on industry trends and keywords to enhance content visibility and SEO performance.
- Collaborating with the Marketing Team to develop content strategies that align with business objectives, ensuring precision in editing and proofreading, coherence, and brand alignment.

INTERNSHIP

BookEventz, Mumbai | Digital Marketing Intern | Sep'21-Dec'21

Key Result Areas:

- Conducted thorough market analysis and studied current trends; compiled reports on project updates, performance metrics, and ongoing trends.
- Developed engaging content and managed responses to emails & messages across various social media channels.
- Managed tasks such as backlink submission, checked backlink emails, and leveraged YouTube analytics for video creation and editing.
- Monitored and adapted to social media trends to effectively engage with target demographics through implementation of digital marketing strategies, including account setup, campaign organization, and optimization of daily reports.

PREVIOUS EXPERIENCE

TCS, Bengaluru | Senior Process Associate | Feb'13-Dec'14

Key Result Areas:

- Managed and supervised life insurance & annuity projects for Allianz, encompassing premiums, surrenders, and financial outcomes.
- Ensured compliance with US Tax Regulations by reviewing new business applications and service transactions for quality.
- Documented workflow and client communications, shared them with the team for evaluation.
- Spearheaded variable insurance projects aligned with market fluctuations and contributed to special projects as requested by the Department Manager.
- Conducted root cause analysis to address recurring issues and implemented preventive measures.
- Achieved SLAs through effective knowledge transfer and resource management; met month-end reporting objectives and deadlines.
- Identified and resolved procedural issues to streamline operations, enhanced workflow efficiency, and fostered business growth.