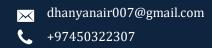
## DHANYA NAIR

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**.



## **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

#### **Kev 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 monthend reporting objectives and deadlines.
- Identified and resolved procedural issues to streamline operations, enhanced workflow efficiency, and fostered business growth.