

Joseline Sanchana Raveendran



Profile

I'm a multi-faceted professional. I'm a passionate and creative individual who loves to explore new opportunities. I've had the opportunity to work in a variety of industries. My experience in each sector has allowed me to build an impressive set of skills which I'm always looking to expand. I'm driven by a desire to make a meaningful contribution to the organizations I work for, and I'm always looking for new challenges and ideas. If you're looking for a reliable and experienced professional with a wide range of skills, I'm your person!

Employment History

Digital Marketing, Fincover Financial Services, Chennai

11/2023 - Present

- Developing and implementing digital marketing strategies to drive traffic, generate leads, and increase sales.
- Conducting market research to identify target audiences, analyze competitors, and understand industry trends.
- Managing social media accounts, creating social media content, and executing social media advertising campaigns.
- Creating and executing pay-per-click (PPC) advertising campaigns on search engines and social media platforms.

Sourcer, Freelancing, Chennai

05/2023 - 11/2023

- Sourcing profiles based on the requirements.
- Initial level screening.

Asso. Financial Services Manager, ICICI Prudential Life Insurance , Chennai

06/2022 - 05/2023

- Logging the policy and tracking issuance of the policy to customer satisfaction.
- Making marketing sales plan product wise and achieving the same within the timeline.
- To develop and nurture relationship with referral partners as a part of relationship management.
- To collect references from them and solicit life and health insurance as a part of sales management.

IT Recruiter, HTC Global Services, Chennai

04/2021 - 03/2022

- Understanding the requirements of clients and candidates to make a match between the client requirements and candidates potential.
- Involved in full recruitment life cycle involving sourcing, identifying, interviewing, screening, formatting and placing personnel in quick terms around time in contract, contract to hire and permanent positions.
- Build effective client relations, vendor management, account servicing and mining.
- Scheduling interview
- Salary negotiation.

Personal Details

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NATIONALITY

Indian

Courses

Business Analytics With Digital Marketing, IIT Madras Guvi Geek Network Private Limited

06/2023 - 11/2023

Links

Linkedin

GitHub

Skills

Ability to Multitask

Communication Skills

Adaptability

Flexibility

Hobbies

- Surfing New Things

Languages

Tamil

English

- Documents verification
- Post offer query handling & regular follow up with the candidates till the date of joining.

Data Entry Operator, Agriculture Insurance Company of India, Chennai

12/2019 - 08/2020

- Entering customer and account data from source documents within time limits
- Compiling, verifying accuracy and sorting information to prepare source data for computer entry

Payment Protection Insurance, Barclays Investment Bank, Chennai

10/2019 - 12/2019

- In charge of performing support tasks for clients.
- They are primarily responsible for identifying and meeting clients' needs, assisting them in reaching their financial goals

Education

Master Of Business Administration, Human Resource Management, University Of Madras, Chennai

06/2021 - 06/2023

Bachelor Of Vocational, Sustainable Energy Management, Stella Maris College, Chennai

06/2016 - 04/2019

HSC, Holy Angels Mat.Hr.Sec.School, Chennai

06/2014 - 03/2019

SSLC, St.Marks Mat.Hr.Sec.School, Chennai

06/2014 - 03/2014

Internships

Solar PV System Installation and Maintenance, Green Pearl Electronics Private Limited

09/2016 - 09/2016

- Trained for solar photovoltaic system installation and maintenance

Energy Management and Energy Audit, NIN Energy India Private Limited

02/2017 - 02/2017

- Trained for energy management and energy auditing

Solar Thermal System, Chennai Solar Energy Systems

04/2017 - 04/2017

- Simplifies the task of understanding solar systems mainly solar thermal (like solar dryer, solar heater, cooker, distillation etc) and solar photovoltaic systems.

Biogas Plant Installation and Allied Biomass Conversion Techniques,

Central Palmgur Institute Khadi and Village Industries Commission

12/2018 - 12/2018

- Trained for biogas plant installation and allied biomass conversion techniques

Digital Marketing, Rebase Global Private Limited

09/2023 - 10/2023

- Develop marketing strategies that align with the organization's business goals
- Manage and execute campaigns across various digital channels, including email, social media, search engines, and display advertising.
- Design, build and maintain our social media presence

Digital Marketing, Arimugham

12/2017 - 01/2018

- Responsible for developing and implementing strategies that promote a company or brand's product .

Volunteering

Student Member, Rotaract Club Of Stella Maris, Chennai

09/2016 - 03/2019

- Fundraising for old aged people and visually challenged people.
- Creating various awareness among students about the society.
- Organizing blood donation camps.

Campaign Volunteer, Namma Boomi, Chennai

06/2019 - 08/2019

- Awareness about food minimization.
- Educating students about organic composting.

Certifications

- Energy Management And Energy Audit From NIN Energy India Private Limited
- Solar PV Installer-Suryamitra From National Skill Development Corporation
- Rooftop Solar Grid Engineer From National Skill Development Corporation
- Biogas Training Programme From Khadi And Village Industries Commission
- Biogas And Bio Energy Technician From National Skill Development Corporation
- Project Site Manager For Sustainable Energy From National Skill Development Corporation
- LinkedIn Recruiter Assessment From LinkedIn Talent Solutions
- Technical Recruiter From HIRIST.com
- Talent Agilitics From HIRIST.com
- Employer Branding Certification From HIRIST.com
- Naukri Maestro Recruiter From Naukri.com
- Naukri Basic Recruiter From NaukriGulf

UG Project

Solar Electrolysis, Stella Maris College, Chennai

12/2018 - 04/2019

Solar electrolysis is a process that uses solar energy to break down water into its component parts, hydrogen and oxygen, through electrochemical reactions. This process involves the use of solar panels to generate electricity that is then used to power an electrolyzer. This technology is gaining traction as a means for sustainable and renewable production of hydrogen that can be used as a fuel or a feedstock in various industries. It has the potential to reduce greenhouse gas emissions, improve energy security and create economic opportunities for regions with abundant solar resources.

Hard Skills

- Data Entry
- ATS(Recruitment)
- Digital Marketing
- Windows 2013
- Microsoft Office
- Data Visualization(Tableau)