

Tracel Fernandez

CONTACT

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WORK EXPERIENCE

NotNull Technologies Pvt Ltd.

March-2015 - June-2015

Intern - Content Developer

At the initial stage of establishment, I was part of the core that strategized the course of action that the firm would follow. I also had contributed to their client base by participating in meetings and promotional activities.

Later, I had taken up the position of Head content writer and had written a piece for the promotion of a women only Hackaton. In addition, I also contributed to the editing of other articles and overlooked all written work posted.

FuturOn Systems Pvt Ltd.

November-2016 - January-2017

Intern - Operations, Marketing, Public Relations and Content Curation.

1. Scripted and aided in the direction of the Ad campaign of Milofy.
2. Social media marketing of the App via platforms such as Facebook, Instagram, Twitter, Quora and Reddit.
3. Customer relations to ensure satisfaction of the clients as well as receiving feedback.
4. Researched and collected database on journalists and bloggers including scheduling of meetings.
5. Extended a reach to potential vendors to initiate strategic partnerships.
6. Adopted technical knowledge of scraping, google analytics as well as tracking.
7. Curation of content for the app, blogs as well as e-mail templates.
8. Initiated market research and monitored market trends.

Thomas Cook (India) Ltd

April-2017 - May-2017

Intern - MICE

1. Itinerary preparation for clients as well as purpose of visa application.
2. Filling and completion of visa application forms and A2 forms.
3. Attending to customer enquiries, both walk in and via call.
4. Constructing client travel information documents.
5. Documentation.

KhidkiApp.com

June-2017 - August-2017

Intern - Content writing and Social Media Marketing.

1. Acquired knowledge on app marketing which includes Adwords, google analytics.
2. Handled the company's Facebook, Instagram, Twitter page.
3. Converted customers via direct messaging.
4. Handled excel sheets for the purpose of tracking.
5. Assisted in creating promotional campaigns and a check on it's effectiveness.

Ontrack Technologies Pvt Ltd

September-2017 - December-2017

Intern - Social Media Marketing and Content writer

1. Handling the company's Facebook, Instagram.
2. Developed content to be posted on their official website.
3. Assisted with the maintenance of customer database.
4. Took up the title and responsibility of 'College Ambassador'.
5. Documentation of client's deeds and agreements.
6. Background verification of clients.

EDUCATION

PUC - PCMB

Mount Carmel College

- 2015

Bachelor of Business Administration

Christ University

Tourism and Travel Management

- 2018

INTERESTS

Public Speaking

Wanderlust Traveller

Poetry and Writing

Event Organization

Theatre, Music and Dance

ACHIVEMENTS

Marketing Head (Alta Vista; 2015-2017)

Delegate for PATA symposium

Marketing Event Head (Novice)

Participated in JAM, debate and other competitive speaking forums.

Created and actively participated in Theatre- proscenium and street.

Taken part in Dance, music and other cultural competitions.

Contributed effectively to intra and inter collegiate fests.

REFERENCES

References available upon request.