

PALAK ANAND

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EXPERIENCE

Brand Ambassador

August 2021 – Present

Brand Ambassador | Adani Realty | Ahmedabad, IN

- Planned and executed 15+ events for the population of more than 10,000 residents residing at Adani Shantigram also planned and executed 5+ virtual events
- Responsible for finding and executing on new ideas for more engagement in the township
- Responsible for handling the whole brand TGL (The Good Life) in precision to events, marketing, and Client Relations
- Handling end to end Client Relationship Management
- Responsible for finalizing event calendar for all TGL Events
- Responsible for handling the facility complaints and be a facility face for escalated complaints
- Preparing budgets and ensuring about all the planned activities are completed within approval budget
- Developing and executing facility marketing plans
- Responsible for coordinating with all the vendors, for various activities related to events and ensure its success
- Responsible to drive through the whole concept required to raise a brand's awareness and impact through events, and creating the lasting impression

HR Generalist

April 2021 – June 2021

Human Resource | Adler Talent Solutions Pvt. Ltd. | Ahmedabad, IN

- Responsible for the end-to-end recruitment
- Sourcing the right pool for the company understanding the business requirements
- Onboarding and Exit formalities, monthly attendance management
- Recruits, interviews, and supports the hiring of qualified job candidates for available jobs; works with departmental managers to understand the skills and competences necessary for open roles
- Conducts or obtains background checks and verification of employee eligibility
- Implements initiatives for new recruit orientation and employee appreciation
- Responsible for handling the whole Employee life cycle in the company
- Working with managing director to understand the business strategy and goals

Start-up & Freelancing

May 2020 – Present

Pinaqi – Services & Solutions | Ahmedabad, IN

An events, graphic designing, and IT solutions business.

- Implemented 45+ **Graphic Designing** projects, 5 successful **Events** and 2 **Web** projects

Relationship Associate

April 2020 – April 2021

Relationship Associate | NG Connect Ecommerce | Ahmedabad, IN

- Maintaining strong relationship with international clients
- To look after all the requirements from Order to delivery and post-delivery complaints and feedbacks
- Planning on annual contracts and budgets
- Marketing through Internal clients and propose new and upcoming products to make long term and effective relationship
- Handling client calls and meetings nationwide and internationally both & dealing with Vendor Supply and product quality assurance
- Creativity in proposing products to clients to increase sales and revenue

Senior Volunteer

Apr. 2014 – Present

Volunteers for a Bright Inspiration | Ahmedabad, IN

Working as a senior volunteer to manage NGO **3+locations** in Chandkheda, Ahmedabad with **60+children**. Direct influence growth of underprivileged children bases by providing quality education/essentials and developing strong relationship to improve their learning skills.

- Interacted with **200+** and led team of **50+ volunteers at a time**.
- Directed preparation of **PanchUtsav** event 2019 to raise community awareness and donations for children's welfare.
- Planned and Promoted **8+** successful fundraising events.
- Awarded certificate for Valuable Contribution towards **Education, Skill Development & Fund-Raising events**.

Internship

Khichdi Utsav | CityShor Lifestyle Media Co. | Ahmedabad, IN

Nov. 03-04, 2018

Vibrant Gujarat | Amdavad Shopping Festival | Ahmedabad, IN

Jan. 17-28, 2019

Indradhanush by Amit Trivedi | Gypsy Events | Ahmedabad, IN

Jan. 01-31, 2019

Certified Reiki Healer

- Completed 1st (Nov. 2014), 2nd (Feb. 2018) and 3rd-A (Jun. 2019) Degree training workshop.

PROJECTS

Pro-Kabaddi Accreditation

Jun. 2019

Clockwork Events Pvt. Ltd. | Ahmedabad, IN

Handled accreditation of **500+** production team members.

NIEM Events

Sep. 2018 – Jan. 2020

National Institute of Event Management | Ahmedabad, IN

Worked with multiple event companies on **10+** projects including *Weddings*, *Corporate* and *Entertainment*.

In-House Events by NIEM, *College Idol 2018*.

EDUCATION

NIEM | Singhanian University | Master of Business Administration

Aug. 2018 – Mar. 2020

- Specialization: Event Management | **8.25** CGPA
- Awarded certificate for *Management Games – Brand Creation and Advertisement*.

DCS | Ganpat University | Bachelor of Science

Jun. 2015 – May 2018

- Specialization: Information Technology | **9.73** CGPA

SKILLS & KNOWLEDGE

Skills: Public Speaking | Mind Mapping | Communication & Presentation | Video Editing

Knowledge: Illustrator (Intermediate) | Photoshop (Basic) | Event Planning & Production | MS Office (Basic) | Windows

LANGUAGES

English ★ ★ ★ ★ Hindi ★ ★ ★ Gujarati ★ ★ Punjabi ★

