



REBECCA PAUL

BBA

OPERATIONS MANAGER

With a data-driven approach to identify creative solutions for business problems, I come to you as a thoughtful risk-assessor, who is result-oriented and confident.

I hold sound working proficiency in digital marketing, branding, and new business strategy across food, media, and entertainment industries.

MY PROFICIENCY

- Market Intelligence and Analytics
- Marketing Strategy
- Business presentation skills through Tableau, SPSS and Excel and PowerPoint Research Methodologies
- Project Management
- Excellent verbal and written communication skills

INTERPERSONAL SKILL SET

Communication
Research

Content Writing
Management

Social Media Marketing

LANGUAGES


English - Fluent

Hindi - Intermediate

French - Beginner

HOW TO REACH ME

 +91 9767855501

 beccapaul555@gmail.com

EXPERIENCE

Digital Marketing Manager 2018-2022

WithMirabelle

- Creating and implementing a digital marketing campaign for client brand products
- Generating leads based on customer requirements, identifying campaign qualifiers, and verifying them
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams

• Accounts Handled -

India - MuscleBar, Cupid Pune, ProCaf, Rerore Cafe, Spiritual Fitness, Pooja Dembla The Design Studio, Milestone Adventures, Thaal me up, Big Foodz, Bored Game Company, Spaces Alive, The Bar Concept, The CheeseCake Pops, Riyash Designs Unplugged, Arwa Ridas.

Kuwait - Alifiya Fitness

London - Kash Klnd, Cook myGrub

Dubai - Team Meraki

Sales & Customer Service Executive 2019-2020

MuscleBar, Pune

- Developed highly accurate analysis of competitor Equal But Different Fitness market share, Conduct day-to-day project coordination, planning, Workshop and implementation across multiple teams

General Manager

20220- 20222

2021 / Present - MuscleBar, Pune

- Developed highly accurate analysis of competitor market share,
- Conduct day-to-day project coordination, planning, and implementation across multiple teams

COURSES

Digital Marketing
Udemy
Issued Sep 2018 · No Expiration Date

Introduction to Marketing
University of Pennsylvania
(Coursera)

Equal But Different Fitness
Workshop
TeaMeraki
CPD Accredited

Nutrition Workshop
TeaMeraki
CPD Accredited

OTHER
ACCOMPLISHMENTS

That One Time In
Instagram - Travel Blog
Creative Writer

EXTRA-
CURRICULARS

Volunteer

Digital Marketing Manager
The Rising People welfare society
Mar 2015 - May 2015 · 3 mos

1. English Teacher
2. Sparty Football

Sales Executive 2018-2019

2018 - Vigour Kart, Pune

- Provided assistance in maintaining customer relationships with clients through cold calling and email marketing

Teacher 2018-2019

Little Sparks Montessori

- Responsible for handling a class of 20 students of age group 4-6 years.
- Teaching them basics like shape, color, counting etc.
- Teaching about basics of regular life eating, talking, and behavior.
- Conducting group activities.
- Responsible for their physical and mental development.
- Coordinating with the parents and updating about their child’s development and performance

EDUCATION

2019-2020 Christ University
Bachelors Degree

- **Bachelor of Business Management (International Business)**

2017-2018 Ness Wadia College of Commerce

- **HSC -Commerce**
- **High School / GDE**

2015-2016 St. Annes High School

- **SSC - 79%**

2003 - 2006 St. Charles
School , NY