

# Curriculum Vitae

**Name:** Neha Borkar

**MobileNo. :** 00971565322788

**Email id:** [nehaborkar91@gmail.com](mailto:nehaborkar91@gmail.com) / [nehaborkar91@yahoo.com](mailto:nehaborkar91@yahoo.com)

**Skype Id:** nehaborkar2



**Career Objective:** To pursue a career in a challenging work environment in the area of marketing management where I can utilize my skills and knowledge for organizational growth.

## **Core Skills and Competencies:**

- Team player, coordinating with co-workers and company clients.
- Win-win professional attitude to work.
- Proficiency with Microsoft Office (PowerPoint, Excel, Word, and Outlook).
- Eager to listen and learn.
- Self motivated
- Good interpersonal skills
- Self Initiator & Reliable
- Creative & Organized
- Ability to adapt to changes.

## **Work Experience:**

- **Country Bakes** Al Karama, Dubai, UAE, as Marketing executive from January 2017 to Present.

### **Job description as follows:**

- Responsible for corporate sales of bakery products
- Advertising of the Bakery
- Branding activities of Bakery
- Social media marketing
- Customer service
- Delivery dispatching
- Monitoring Inventory and production
- Waste management
- Receiving materials from the suppliers

- **Seasons Hotels & Resorts** Fatorda, Margao-Goa India, India as Senior Sales & Marketing executive from April 2015 to October 2016.

### **Job description as follows:**

- Responsible for corporate sales of room nights-and-food & beverage
- Media planning & Advertising of the hotel(print, email, television(Local channel), Hoardings,etc.)
- Relationship building with local media
- Branding activities of hotel
- Social media marketing
- Online portals
- Package designing with travel agents.

## **Achievement Highlights in Seasons Hotels & Resorts :**

- Provided market strategies according to relevant market requirements – Researched and closely analyzed market strategies, for sale of room nights and food & beverage to Corporate as well as local clientele.

- Built strong, lasting relationships with Corporate Guests.
- Built and maintained lasting and productive contacts with the media.
- Identified, evaluated and developed effective marketing strategies based on market specifics and customer analysis, as well as cost factors for Advertisement.
- Discovered sales and marketing opportunities and worked closely with Managing Director to raise sales total for Rooms as well as food & beverage.
- Acquired technical expertise in all online booking portals and advertising media assigned.
- Introduced branding activities in the hotel.

#### **Summer Internship:**

- Worked as a corporate sales intern in Indiacom Ltd. for 3 months.

#### **Achievement Highlights in Indiacom Ltd.:**

- Superseded sales target by 70% (Sales target: 1,00,000/- and Sales Achieved: 1,70,840/-)
- Discovered and developed opportunities for sales in Goa region which involved advertising on the Google as well as Indiacom Website.
- Organized marketing research to implement brand awareness.
- Conducted customer surveys to analyze the demands of the market.
- Tracked the activities of the company's competitors – Motivated to gain sustained knowledge of competitor activity.
- Attended and organized company-related exhibitions, promotional events, and others.
- Built strong, lasting relationships with Customers.
- Maintained customer database for Goa Region.

#### **Academic Credentials:**

Course	University/Board	Year of Passing	Percentage/ CGPA
<b>PGDBM /MBA</b>	Sri Sri Institute of Management Studies/Karnataka State Open University	2015	68%
<b>Graduation Bachelor in Computer Application( BCA)</b>	Goa University	2013	68%

#### **Academic/ Live projects undertaken:**

- Conducted a training programme on “Business Etiquettes”.
- B-Plan on “Handicraft” Business as a part of Entrepreneurship Development course.
- Understanding Consumer preference towards ‘NJal Soft-drink brand’ and also its marketing techniques.
- A research study on a ‘Organizational Behaviour’ at ‘Vinicola Pvt. Ltd.’
- A Research study on customer preferences about retail stores / supermarkets.
- A Research study on ‘Supply Chain Management process’ at Varun Beverages International Ltd. (PepsiCo).
- Interviewed Mr. Shripad Naik (GM of Entertainment Society of Goa) to find out more about International Film Festival of India (IFFI).

#### **Seminars/Workshops Attended:**

- Attended Shaping Young Minds Program organized by Goa Management Association in collaboration with All India Management Association (AIMA).
- Attended a session on “Mind Mapping” by Mr. Dharmendra Rai, Mind Map trainer trained by internationally renowned mind mapper and Noble peace prize nominee Mr. Tony Buzan.

- Attended a session on “Law of Attraction” by Mr. Harish Mehta, certified Law of Attraction trainer.
- Attended a session on ‘Transformational Leadership.’ by Mr.R.K.Gopal, former VP-Corporate Communications, Sesa Goa.

**Other Significant Achievements:**

- Core committee member & Event Head in DISHA 2014 a SSIMS Intercollegiate Management Event.
- Core Committee member in organizing Bhruti 2014 “Finance event”.
- Part of Placement team of SSIMS batch.
- Participated in “INFLORE 2013” an Intercollegiate Management Competition Rajagiri Business School in Kerala.
- Was part of the Organising team of the Inter College Debate Competition.
- Awarded 1<sup>st</sup> prize in all Goa Drawing competition.
- Awarded 1<sup>st</sup> prize in Inter college Poster making competition.
- Awarded 2<sup>nd</sup> prize in Taluka level Drawing Competition held in Margao Goa.

**Personal Details:**

- **Date of Birth:** 13 June 1992
- **Nationality:** Indian
- **Languages known:** English, Hindi, Konkani (local language)
- **Emirates Id:**784-1992-4919352-7 **Date of Expiry:** 03/03/2019
- **Passport No:** M7638140 **Date of Expiry:** 26/03/2025
- **Address:** Al Makkati building, A-Block, flat no: 103, Al Karama- Dubai, UAE P.O. Box 103821