

Akhil Murali AM

MBA Graduate | Professional Social Worker

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Profile

MBA Graduate | Program & Marketing Associate | Project & Campaign Execution | Client Engagement | Digital Marketing Results-driven MBA graduate and professional social worker with experience in program coordination, marketing operations, and stakeholder management. Proven ability to manage cross-functional initiatives, support campaign execution, and deliver data-driven insights. Skilled in digital marketing, brand management, reporting, and client communication. Strong foundation in project management, market research, and competitive analysis. Adept at balancing multiple priorities in fast-paced, client-facing environments.

Qualification

LEAD College of Management Palakkad.

MBA, Completed first semester with 88.5% and Second semester 81.5%

Calicut University Regional Centre Perambra.

MSW, With A+

SARBTM Govt College Koyilandy.

BSc. Physics, With First Class

Professional Experience

DDU GKY Project

Operations Team Member.

01/2023 – 06/2024

Kozhikode, Kerala

Led skills development program, successfully upskilling 300+ underprivileged students and securing job placements. Played a key role in securing ₹50 lakh government funding, completing project milestones efficiently. Built strong industry partnerships, enhancing referral networks. Represented the organization in CXO-level meetings, advocating for workforce development and strategic collaborations.

Learn Wise

Domain Faculty

04/2023 – 06/2024

Kozhikode, Kerala

Conducted training sessions for students and professionals in social work methodologies, leveraging strong interpersonal and communication skills to foster engagement. Facilitated workshops on real-world applications of social work principles, ensuring practical learning. Assessed learner progress, providing mentorship and guidance to enhance understanding and professional development.

Internship

GCMMF Ltd. - Amul

Marketing Intern

Conducted market research and competitive analysis to support strategic decision-making. Performed retail audits and merchandising to ensure brand visibility and compliance. Assisted distributors and channel partners, enhancing supply chain and sales efficiency.

Coimbatore,
Tamil Nadu

Hill Track Construction Pvt.Ltd

HR Intern

Assist in the day-to-day activities of the HR manager, and provide contributions to devise and implement programs that aim to enhance laborer satisfaction.

Wayanad, Kerala

Atree CERC

Project Intern

Conducted research to gather valuable insights and data relevant to the project.

Alappuzha, Kerala

Projects

Analysis of Dairy Products and Ice Creams in Q-Comm Platforms.

11/2024 – 01/2025

A Study on the effect of anthropogenic environmental changes on the livelihood of rural poor with reference to vembanad wetland complex.

Certifications

- Six Sigma Green Belt
- Zoho Books Introductions to operations management
- Product Management

Achievements

Secured ₹1 lakh scholarship by ranking in the top 20 at Lead College of Management in Semester 1.
Recognition from Kudumbasree District Mission for achieving project targets.
Coordinated corporate training program for Amul at LEAD.
Conducted capacity-building program for Kudumbasree members on social entrepreneurship.
Elected LGB Member at JCI Palakkad Leaders.
Coordinated seven-day rural camp for MSW students in Wayanad.

Skills

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|--------------|-----------------|----------------------|------------------------|
| • Leadership | • Communication | • Strategic Thinking | • Financial Management |
| • Empathy | • Networking | • Problem solving | • Team Work |

Language Proficiency

Malayalam

Full Professional Proficiency

Hindi

Professional Working Proficiency

English

Full Professional Proficiency

Tamil

Professional verbal communication