

Palisha Tuladhar

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OBJECTIVE To succeed in an environment of diversity, growth and excellence, which provides self-development and help achieve organizational as well as personal goals

PROFILE Experience in Recruitment, Marketing, PR and Business Development
1 year exposure in Recruitment Industry
2 years of exposure in Airline Industry
Dedicated, highly motivated, extrovert and a team player
Effective negotiation, problem solving and interpersonal skills
Proficiency in Microsoft Word, Excel, SPSS, PowerPoint and Amadeus
Fluent in English, Hindi, Nepali and Thai (Intermediate)

EXPERIENCE **ADI Resourcing Co., Ltd, Business Development /Recruitment Consultant**
Bangkok, Thailand (Feb 2015 – Present)

- Responsible for developing foreign/local clients & candidates through various marketing (online/offline) channels
- Developing a good understanding of client's respective industry, their requirements, their work culture & environment to identify right fit candidate
- Attracting, informing and sourcing candidates through various tools such as social media, professional outreach, referral campaigns, research, official websites, career exhibitions, networking events, E-newsletters, universities programs and workshop
- Handling end to end recruitment/outsourcing process for junior to senior level roles (IT/Non IT)
- Coordinating and following up with clients and candidates to ensure smooth transition of candidate in the new workplace
- Coordinating and supporting sales team & recruitment team to improve operational process
- Driving the sales/ recruitment team to achieve quarterly targets
- Identifying the potential target groups, market competitors, market landscape analysis and projecting the market opportunities
- Conducting competitors analysis by keeping abreast of marketing trends and competitor moves, to improve presence in overall market
- Monitoring and analyzing the campaigns performance and generating reports
- Assisting in ad-hoc projects to support growing business

Kim Pai Thai O.P.P Public Co., Ltd, Internship

Bangkok, Thailand (May 2014 –July 2014)

Human Resource Recruitment Assistant

- Published company job vacancies through various online channels and created database of candidate for various positions and placed them for interviews
- Coordinated end to end recruitment and supported orientation program
- Organized and supported English for Business training and workshop for the company employees

Marketing and Overseas Purchasing Assistant

- Executed market research on Plastic Packaging in ASEAN market
- Negotiated via online communication with overseas suppliers and selected quality vendors after it passed the company's quality standard
- Procurement of plastic films, to meet order placement by clients and worked closely with sales team on the requirement of the raw materials for packaging & labeling
- Tracked vendor performances and maintained relationship with the vendors

Qatar Airways, Senior PR & Marketing Assistant

Kathmandu, Nepal (April 2011- Feb 2013)

- Initiated, developed and managed all marketing strategies, plans and communications as well as evaluated the result after the implementation
- Allocated yearly budget for the station and maintained budget expenditure reports to track cost effective marketing spend
- Reviewed annual business report in order to set up yearly marketing plan and strategies by understanding the market dynamics and requirements to meet the incremental target of the station
- Accountable for starting up country dedicated website and updated the website with special tactical fares, seasonal promotions, campaigns and responsible for the content of the website
- Executed digital marketing activities such as online advertisements, Google Adwords, social media campaigns, radio & TV commercials to meet and exceed the online revenue target for the station
- Analyzed performance of each online/offline marketing paid channels and made critical decision to optimize spending and provided recommendations for improvement
- Planned and organized corporate & trade partner recognition events such as Award Night, Product Introduction Workshop, Familiarization Trip and Ambassador's /Corporate Dinner .

- Implemented acquisition and retention strategies for Frequent Flyers Members and to increase active member base for each tier
- Built and maintained media relationship and corresponded for press release and organized press meet
- Decided on partnership activities and sponsorship, which would enhance the brand name and visibility
- Executed Corporate Social Responsibility activities
- Coordinated and supported Qatar Airways Recruitment Drive 2013 in Nepal
- Managed any ad-hoc project in coordination with head office marketing team and other departments

Qatar Airways, Temporary Executive Assistant

(December 2010 – February 2011)

- Arranged and coordinated office meetings and conferences
- Reviewed and summarized miscellaneous reports and documents
- Prepared documents and outgoing mails
- Coordinated and arranged travel schedule and reservations

EDUCATION

Asian Institute of Technology, Bangkok, Thailand (Jan 2013 – Dec 2014)

Masters in Business Administration (MBA)

Major: Marketing and Human Resource - CGPA: 3.59

Assumption University, Bangkok, Thailand (May 2007- Oct 2010)

Bachelors in Business Administration (BBA)

Major: International Business Management (IBM) - CGPA: 3.29

Mayo College Girls' School, Ajmer, India (March 1999-May 2007)

Indian School Certificate Examination 2007

COURSES & TRAININGS

- E-commerce Induction, Qatar Airways Doha (17th – 20th September 2012)
- Competitive Strategies for a Global Marketplace Course, Qatar Airways (21st August 2012)
- Transitioning into a Project Management Role Course, Qatar Airways (21st August 2012)
- Manage Project Course, Qatar Airways (07th August 2012)
- Troubleshooting and Closing the Project Course, Qatar Airways (29th June 2012)
- Initiating and Planning a Project Course, Qatar Airways (07th June 2012)
- Project Management Fundamentals Course, Qatar Airways (24th May 2012)

- Interpersonal Communication Course, Communicating with Confidence, Qatar Airways (21st May 2012)
- Influencing with Impact Course Training, Qatar Airways Doha (14th -15th May 2012)
- 5- Star on the Ground- Internal Customer Course Training, Qatar Airways Doha (05th -06th March 2012)
- Time & Priority Management Course Training, Qatar Airways Doha (20th - 21st Feb 2012)
- Basic Amadeus Course Training, Qatar Airways Kathmandu (11th -15th July, 2011)

ACADEMIC ACHIVEMENTS

- Academic Honor Reward (May2007-2008)
- The Rector's Certificate of Honors (2007- 2008)

EXTRA CURRICULAR ACTIVITIES

- Title of Competent Communicator, Toastmasters International (Sept, 2010)
- Representative of Assumption University. Cross-Cultural Program. Bangkok Sister Youth Program 2010(1st-9thJuly 2010)
- Vice President of Membership, Assumption University Toastmasters Club (2007-2009)
- Representative of Nepal for the Exhibition and Promotion of Culture in the International Week 2008 (November 25-27th 2008)
- Organized an official Inaugural Meeting, New Membership Orientation and Speech Contest for Assumption University Toastmasters Club (2008)

ADDITIONAL INFORMATION

- Gender: Female
- Nationality: Nepalese
- Date of Birth: 24-08-1988

REFEREES

- Mr. Ramdas Shivram
Country Manager, Qatar Airways – Indonesia
E-mail: rshivram@id.qatarairways.com
- Prof. Dr. Ram Manohar Shrestha
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Senior Research Analyst for Energy Economics and Planning
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