

Anoop Kathrani

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OBJECTIVE:

Seeking employment which will allow me to grow professionally, while being able to utilize my strong organizational, educational, and exceptional people skills.

EDUCATION:

Rutgers University, New Brunswick, NJ, May 2012

Major: B.A., Communications

Minor: Organizational Leadership

ACTIVITIES:

Sigma Beta Rho Fraternity Inc.,

Initiated 2008

President

- Organized weekly meetings for over 30 Active members
- Overhauled marketing technique to improve on-campus image
- Liaison between National Executive Board, Office of Fraternity and Sorority Affairs, and chapter members
- Increased recruitment through use of Facebook, Twitter, events, and campus resources
- Awards: Newly Inducted Brother of the Year (Awarded by Fraternity), Chapter Management and Leadership Development (Awarded by Office of Fraternity and Sorority Affairs during terms as President)

EXPERIENCE:

Newark Bears, Newark, NJ

May 2012-July 2012

Public Relations Intern

Assisted with Marketing/Public Relation objectives and Game-Day Coordination

- Handled requests from customers, clients, and promotional partners in and out of games and events
- Initiated strategies to improve the team's image within the community through local and social media
- In charge of updating: events-calendar, program agendas, press kits, and databases

Mirage Banquet Hall, Edison NJ

February 2009-July 2012

Banquet Captain

Acted as liaison between Management, Staff, and Chefs for events for 100-600 people

- Decorated, set-up, break down and reorganize hall for events
- Coordinated menus between the chefs, management, host, and staff before each event
- Managed teams of 4-15 waiters every party and make sure they know the game plan for any specific party

Biz2Credit.com LLC, New York, NY

June 2010-August 2010

Marketing Intern

Assisted with Marketing and supported sales-team in order to grow clientele

- Contacted top executives of loan-lending banks to obtain information and make initial sales pitch
- Created press releases and updated blogs which are featured on Biz2Credit.com
- Organized all new research done on private banks and cross-referenced with sales-team

Verizon Wireless, Jersey City, NJ

May 2008-August 2008

Sales Associate

Communicated with new and returning customers to increase profit margins and acquire new paying contracts

- Exceeded standard sales quota of \$4000 by over \$1000 each month
- Implemented communication theories to sales routine to increase personal profits 200%
- Trained new employees strategies to sell over quota of \$200 per day and to maximize profits on each sale

Krypton Technologies, Jersey City, NJ

February 2006-August 2007

Associate

Assisted with website, e-commerce, and customer service issues

- Assisted in editing and fixing company website with basic HTML coding
- Implemented a new and effective system to organize all incoming and outgoing shipments
- Used Microsoft Excel for data entry in order to organize information and for sales support