



ROSHNIE DOMINIC
+91-9361829004
Roshniedominic06@gmail.com

CAREER OBJECTIVE

To join a company that offers me a stable and a positive atmosphere and inspires me to enhance and therefore to innovate the work culture for battlement of all parties concerned. And to be the best manager in communicating, interacting with the customers and people.

SUMMARY

- Networking
 - MS OFFICE
 - Determined & persistent
 - Good interpersonal skills
 - Highly adaptable
 - Communication skills
 - Leadership skills
 - Presentation skills
 - Accounting
 - Strategic planning and executing
-

EDUCATION

○	MBA in Marketing from Alliance University, Bangalore	2015-2017	68.5%
○	B.com in Holy Cross College from Bharathidasan University, Trichy, TN	2012-2015	65.4%
○	Class 12 from Holy Cross Girls Higher Secondary School, Trichy, TN	2012	80.6%
○	Class 10 from St. Joseph's Convent, Trichy, TN	2010	76.4%

PROJECTS

“Consumers satisfaction on Indian Express Newspaper”-Research Methodology

“Branding healthcare services of Apollo hospital among the customers”

INTERNSHIP Title “Branding healthcare services of Apollo hospital among the customers” Description

Creating Brand awareness is an important thing in marketing. In Hospital Services consumers partly relay their decision on advertising, brand symbols and brand names as well. These names and symbols encourage the brand position and help to preserve the brand awareness. Healthcare services faces unique challenges to create brand awareness among the customers. Customer relationship management depends more on creation of brand awareness among customers. Brand awareness in Apollo Specialty Hospital is mostly because of word of mouth. Customers who comes to Apollo Hospital finds its best service and are spreading it to others as well. Even the outside Doctors finds Apollo as a brand because of its quality service. And the other works done by the marketing department to spread and maintain its brand is done through advertisements, conducting camps, Free Medical check-ups, providing discounts for health check-ups, conducting seminars etc. Most of the people who consume Apollo Hospital service is because of its brand and to reduce their risk circle. When they think about Apollo it reminds their brand image that they will provide quality service.

WORK EXPERIENCE

30th May 2017 - 29th March 2018 as Business Trainee at ICICI PRUDENTIAL LIFE INSURANCE

- For first three months was working in Bank Assurance channel where I have done the below mentioned activities:
- Taking in hand the point of sale and point of contact for the customers at ICICI bank.
- Organising product training to the bank employees
- Conducting marketing campaigns
- Building relationship with bank employees and customers and also motivating by recognising, rewarding the bank employees to bring more outputs.
- Encouraging customers of banks to purchase insurance policies and further helping with better relationship with the bank by providing satisfied services. ○ Next five months was working in Agency model where I have to recruit advisors like retired persons or home makers and create my own team. Only through them I have to do the business. ○ Training, Monitoring, Motivating and recognising the team members. ○ Building relationships with the advisors

- Generating leads through advisors, fixing appointments with customers, pitching the products to them and converting it.
- Providing financial advisors to existing customers.
- Issuing the policies and rectifying the errors during logins. ○ Following the renewals and providing services.
- Have created 12 advisors holding team and achieved 75% business through them in 2017-2018 financial period.

14th June 2018 - 2nd May 2019 as Assistant Sales Manager at ADITYA BIRLA HEALTH INSURANCE

- I was handling about 18 branches of KVB around Trichy in Bank Assurance channel itself.
- Created awareness to people who are unaware of health policies over rural areas through widely distributed KVB banking networks.
- Provided better premium rates as compared to other competitive companies.
- Identifying beneficiary customers, generating leads, pitching the products, logging in the policy, issuing it and providing services to the customers.
- Conducting campaigns and health activities at bank premises.

2nd December 2019 - 31st March 2020 as Sales Manager at RELIGARE HEALTH INSURANCE

- Was handling corporate channels like Muthoot, HLF, Indo star, ICICI securities, Altum Credo, Aspire, Religare broking, Shakthi finance, Choice broking, Bajaj capital and Kosamattam. ○ Sourced business from all the corporate channels around 6 Lakhs every month both through attached and non attached insurance.
- Then I also handled Punjab National Bank branches and sourced business from PNB customers.
- I was appointed as a co-ordinator for Corporation bank zonal office to maintain a good relationship and monitor the business flow from all the branches.

7th July 2020 – 28th January 2021 as Senior Business Development Executive at MASTREE EDU TECH [ONO LABS]

- Inbound and out bound calling
- Should build a good rapport with the parents and engage them according to their needs and preferences
- Implementing strategies to make them attend the trial session
- Branding the company in the mind-set of the parents by using its strength and opportunity
- Should use convincing skills for the customers who had bad service experience and should convert them to a positive note
- Advertising the concepts and products that are newly launched e.g. -events, competition and awards that makes the customer attracted towards the company's services.
- Macro and micro processing of the service provided ○ Achieving daily and monthly targets

9th September 2022 as Service Counsellor at BYJUS TUTION CENTRE

- Visitor management form filling and filing
- Service request and Refund request raising following and resolving
- Providing proper service to customers and fulfilling their requirement
- Solving technical issues in their resources provided by company
- Organising and completing orientation program for students
- Co-ordinating with students and faculties
- Conducting meeting inside centre and resolving issues
- Handling important data and saving it
- Handling lead square, sales force, ux achieve for data management
- Mailing and escalating issues regarding service provided to customers
- PCM date management

AWARDS & ACHIEVEMENTS

Academic

- Presented a paper on Financial Markets and Risk Management and Study on Indian Economy at National Level.

Extracurricular

- State Level winner in drawing competitions.
- Won many competitions in Drama performances.
- Leadership award for being President of Xnora.
- Have won awards in many dumb charades' competitions.
- Achieved Yellow belt for Taekwondo.

INTERESTS

Drawing, Painting, Gardening, Singing and Script writing.

PERSONAL DETAILS

Address 2A Joseph Avenue Santa Maria school opp, convent road, Crawford, Trichy- 620012, TamilNadu

Date of Birth 6th January 1994

Languages English & Tamil