

NAJIYA NASRIN

+91 9567990791 <http://linkedin.com/in/najiyasnasin-7a26442a3>
Malappuram, Kerala
najiyasnasin24@gmail.com

CAREER OBJECTIVE

Driven MBA graduate specializing in Marketing and HR with 3 months of experience as a Business Development Executive. Passionate about leveraging customer insights and strategic thinking to drive growth. Seeking to apply my business development skills in a tech-focused role to foster innovation and deliver impactful solutions.

KEY COMPETENCIES

Strong interpersonal skills	Team collaboration	Report writing and presenting
Proactive and self-motivated	Leadership Potential	Critical thinking skills
Exceptional organizational skills	Research and Analysis	Excellent communication skills

PROFESSIONAL EXPERIENCE

TC One Builders and Properties , Calicut

april 2022- july 2022

Business Development Executive

-Lead Generation: Designs and implements strategies to identify and attract new business opportunities, leading to growth of leads.

-Client Relationship Management: Strengthen and nurture client relationships and increase customer retention .

Sales Strategy: Initiated targeted sales initiatives resulting in revenue growth and expansion market share.

EDUCATION

Farook Institute of Management Studies, Farook College, Calicut University

Master of Business Administration

2024

Farook arts and Science college, kottakkal ,Calicut University

Bachelor of Business Administration

2022

PROJECTS

Farook Institute of Management Studies, Farook College, Calicut University

2024

A study on the Influence of Advertisement on customer Buying Behaviour with references to odyssea footwear Calicut

Farook arts and science college,kottakkal, Calicut University

2022

A study of consumers' attitudes towards mobile banking with special reference to Tirurangadi Municipality"

LANGUAGE

- English (Professional)
- Arabic (Read and write)
- Malayalam (Native)
- Hindi (Read and write)

TECHNICAL SKILLS

- Canva
- MS Office Suite (Word, Excel, Outlook, PowerPoint)

ACHIEVEMENTS

Marketing competition winner 2023

National level management fest - CANVAS 2023- event coordinator

National service scheme leader

National level management fest - CANVAS 2023- Promotion team member

Coordinated Super Specialization Program for HR Students

INTERESTS

- Travelling
- photography
- volunteering
- coordinating

CERTIFICATIONS

- National Institute of Personnel Management (NIPM)- Student membership
- Super Specialisation in HR
- Best Manager contest participant

DECLARATION

I hereby declare that the information provided in this CV is true and correct to the best of my knowledge and belief. I understand that any misrepresentation or omission of facts may disqualify me from consideration for employment.

REFERENCE

Dr. Ahamed Riaz K

Director, FIMS, Farook College, Calicut

+91 94464 77340
