



ABINSHA NADIR

Versatile MBA Candidate | Marketing , HR & Supply Chain Expertise

PROFESSIONAL SUMMARY

Proactive and detail-oriented MBA candidate specializing in Marketing and HR with proven experience in procurement, logistics coordination, port operations, and HR functions. Skilled in vendor management, inventory control, digital marketing, recruitment, and employee engagement with certifications from Google, NPTEL, and Hootsuite. Adept at optimizing supply chain operations, supporting HR processes, and applying innovative marketing strategies. Known for leadership, and adaptability, seeking an opportunity in a reputed organization to apply knowledge and skills for organizational success.

WORK EXPERIENCE

Intern – Marketing & HR

Freston Analytics Pvt. Ltd, Calicut

June 2024 – July 2024

- Assisted HR team in employee recruitment, selection, and onboarding activities.
- Supported HR documentation including attendance, payroll preparation, and personnel files.
- Assisted marketing department in planning digital campaigns and promotional strategies.
- Researched market trends and competitor practices to contribute to business insights.
- Coordinated employee engagement programs and internal communication activities.
- Assisted in drafting HR policies and compliance documentation for the organization.
- Contributed to social media management and content development for marketing.
- Helped in preparation of HR and marketing reports for management review.
- Collaborated with cross-functional teams to execute combined HR and marketing projects.
- Gained practical experience in both human resources and marketing management functions.

Procurement & Logistics Coordinator

MyG Digital, Kollam, Kerala

June 2022 – June 2023

- Coordinated end-to-end procurement and logistics processes ensuring timely supply chain activities for shipping operations.

Contact Info

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in <https://www.linkedin.com/in/abinsha-nadir-b237b0219/>

Key Skills

- Procurement & Vendor Management
- Logistics & Supply Chain Coordination
- Inventory Control & Stock Management
- Port & Shipping Operations
- HR Recruitment & Onboarding
- Employee Engagement & HR Policies
- Digital Marketing Strategy
- Social Media Management
- Market Research & Analysis
- MS Excel, PowerPoint & Word
- Report Preparation & Documentation
- Financial & Cost Analysis
- Negotiation & Contract Management
- Compliance & Regulatory Understanding
- Leadership & Team Collaboration
- Communication & Interpersonal Skills
- Problem Solving & Critical Thinking
- Adaptability & Continuous Learning

Language

- English
- Hindi
- Malayalam

Personal Details

- **Date of Birth:** 05/06/2001
- **Nationality:** Indian
- **Passport No:** W3966663
- **Expiry Date:** 25/08/2032

Education

- **MBA (Marketing & HR) –** Toghiani Institute of Science and Technology, Arakkunnam, APJ Abdul Kalam Technological University (KTU) - 2025
- **BBA in Port & Shipping Management –** Srinivas College of Management & Commerce, Mangalore - 2022
- **Higher Secondary Education –** GHSS Koickal, Kollam (Board of HSE) - 2019

Certificates

- **Google –** Fundamentals of Digital Marketing
- **NPTEL –** Global Marketing Management (MOOC)
- **Great Learning Academy –** Excel for Beginners
- **Hootsuite –** Certified Social Media Marketing Professional

- Negotiated with vendors and suppliers to obtain cost-effective contracts and maintain quality standards.
- Managed purchase orders, invoicing, and procurement records to support smooth business operations.
- Implemented effective inventory management practices, ensuring stock availability and minimizing wastage.
- Prepared procurement budgets, analyzed costs, and recommended cost-saving strategies.
- Coordinated logistics schedules and tracked shipments to prevent delays and disruptions.
- Monitored compliance with company procurement policies and international trade regulations.
- Supported cross-functional collaboration between procurement, finance, and operations teams.
- Developed reports on vendor performance, logistics efficiency, and procurement improvements.

Intern – New Mangalore Port Authority (NMPA)

Mangalore

Jan 2022 – Apr 2022

- Assisted in administration, marine, finance, traffic, mechanical, and civil departments to gain multi-disciplinary exposure.
- Observed and supported vessel scheduling, cargo operations, and traffic management functions.
- Helped in preparing departmental reports and maintained accurate operational documentation.
- Learned compliance requirements and regulatory frameworks governing port operations.
- Assisted staff in monitoring cargo flow, port logistics, and marine traffic operations.
- Gained practical understanding of finance processes related to port and shipping management.
- Participated in meetings with different departments to understand organizational coordination.
- Contributed to maintaining records and data entries for administrative accuracy.
- Observed port safety practices and compliance with environmental regulations.
- Enhanced knowledge of large-scale logistics, procurement, and port-based management systems.

ACHIEVEMENTS

Enhanced marketing skills at the Onam Trade Fair organized by college.

Successfully organized and conducted Football Tournament (Non-Management Event) during De'Novo 2023 Management Fest.