

JANNATH CT

I'm a dedicated and hands-on accountant with a strong focus on financial management, budget forecasting, and data analysis. I enjoy diving into numbers and finding ways to improve efficiency while helping teams make smart, informed decisions. Known for being organized and a problem-solver, I thrive in fast-paced environments where I can put my multitasking skills to good use. On top of that, I have experience in business development and marketing, which adds another layer to how I approach financial strategies. I'm always eager to learn and bring a positive, collaborative attitude to any team.

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Education

Master of Commerce: Finance	09/2022 - 07/2024
University of Calicut	SAFI Institutie of Advanced Studies (Autonomous)
Bachelor of Commerce: Finance	06/2019 - 04/2022
University of Calicut	Sullamussalam Arts & Science College, Areacode

Work Experience

Business Development Executives	07/2024 - Present
Deft Innovations	Kozhikode, Kerala
-Client Relationship management - Build and maintained strong relationship with clients, ensuring long term partnership and repeat business	
-Market Research - Conducted through market analysis to identify trends, competitors and new opportunities for growth	
-Proposal Development - Created tailored proposals and presentations to pitch digital marketing services to prospective clients	
-Sales Strategy - Collaborated with the marketing team to develop and implement sales strategies that align with business goals and market demands	
Marketing Assistant	06/2021 - Present
Team United	Work From Home
Team United is a marketing platform for jobs, courses and all kinds of information that are helpful for a student.	
-Creating leads	-Communicating with clients
-Negotiations	-Content Creation
Marketing Intern	02/2022 - 06/2022
Elance Learning Provider	Kozhikode, Kerala
-Collaborated with team members to help expand marketing channels	

- Created proposals and organized pursuit documentation to support marketing staff
- Researched competitor trends and interpreted findings, reporting conclusions to supervisor.

Certificates

Diploma in Business Accounting (04/2024 - 06/2024)

Tally prime / accounts management/Tax management/ inventory management/trading/ manufacturing/service

Social media marketing (07/2024)

Great Learning Academy

National conference on finance and sustainable practice 2024 (03/2024)

paper presented

Introduction to Digital Marketing (02/2024)

Great Learning Academy

GIIMS Kochi - All Kerala Best Manager Contest (2021 - 2022)

Skills

Accounting, Communication, Digital Marketing, Entrepreneurship, Finance, Marketing, MS Excel, MS Office Suites, MS Word, Project Support, Research, Taxation Proficiency, Tally Prime

Projects

E-Banking (2021): Studied the acceptance of e-banking among rural areas

Organizations

Palliative Care Clinic, Vazhakkad (2020 - Present) - *Volunteer*

Student Initiative Palliative, Vazhakkad (2019 - Present)- *Volunteer*

Indah Crafts (2020 - Present) - *Founder cum Crafter*

Languages

-English

-Malayalam

-Arabic

Interests

Business

Hand-crafting

Travel

Self study

Social service

Charity