**RENU MAURYA**

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**Summary**

Accomplished Project Associate and Communication Expert with 5 years of experience in driving complex business operations and building brand value of the company. Creative and dynamic individual with proven expertise to ensure sustainable growth. Professional approach with a unique blend of technical and management experience. Focus on establishing strong platform to promote business

**Core Competencies**

Strategy & Planning Digital / Social Media Marketing Editing & Translation

Policy, Research & Development Concept/Visual Designing (UI/UX) Graphic Designing

Project/Programme Management Brand & Identity Management MICE

Financial Modeling & Analysis PR, Marketing & Communications Audio / Video Editing

**Technical Skills**

Programming Languages C, C++, HTML

Operating Systems Vista, Windows

Software PackagesMS Suit (Office, Excel, Publisher, Access, PowerPoint), Adobe Suit (Photoshop, INDesign, Illustrator, Premiere Pro), Corel Draw, Page Maker, Windows Movie Maker, Tally (5.4, 6.3, 7.2, 9)

**Education**

2009 - 2011 MBA (Tourism Administration) IIPS, DAVV, Indore (MP)

* Summer training, Yatra.com, Jhansi
* Major research project, ‘*Airlines services regarding scheduling, operation and Maintenances*’
* Project Report, Future Landmark, ITCWelcome Group, Indore

2008 - 2009 Diploma in Financial Management with Publishing, Data Teh, Jhansi

2005 - 2008 BBA, Bundelkhand University, Jhansi (UP)

* Summer training from BHEL Jhansi and prepared a project report on ‘*Recruitment and Selection process of BHEL*’ Jhansi

**Certifications**

United Nation ESCAP Public Private Partnership awareness

Google Digital / Social Media Marketing Expert (SEO, email, social media, e-commerce, geo- targeting, analytics)

Udemy Academy International Project Management, Quality Management, Marketing Strategy for start-up entrepreneurs

NIRD&PR Master Trainer, Quality, Operation and Finance (Comprehensive), DDU-GKY

Data Tech Microsoft office Suit, Data Tech Jhansi

BU Computer Foundation Course, Bundelkhand University

**Experience**

Feb 2017-Current Project Associate, Govt Projects (DDU-GKY, Himayat), Infrastructure Leasing and Financial Services Ltd (IL&FS)

* Established and managed Social advancement initiative fostering a holistic infrastructure service to support sustainable development
* Led projects in each phase (Initiation, Planning, Execution, Monitoring & Control and Closure) and prepared business reports/proposals to ensure compliance with improved quality
* Created multi-year business plans and provided comprehensive analysis of operational growth with budget
* Identified opportunities and risks through business forecasting to ensure financial goals
* Developed communication and marketing materials as to repositioning of brand
* Planned and executed marketing strategies and events including trade shows and conferences with over thousands of participants

Dec 2014 - Feb 2017 Communication & Social Media Expert, Infrastructure Leasing and Financial Services Ltd (IL&FS)

* Turned corporate vision into reality by establishing an innovative digital platform focused on increasing business revenue through brand awareness. Re-positioning of brand value for IL&FS Group in collaboration with industry engagement Produced marketing materials and sales strategy to increase brand awareness
* Digital Media in terms of aligning IL&FS Group initiatives with the emerging promotional schemes of central/state governments, multi-lateral/bi-lateral institutions, corporate and other stakeholders
* Creation and management of communication and media strategy of IL&FS Group in terms of branding, websites, newsletters, exhibitions, workshops, etc.

Aug 2013 - Nov 2014 Centre Coordinator, N Education

* Coordinates activities of center with other projects, departments or staff to ensure optimum efficiency and compliance with appropriate policies, procedures and specifications
* Strategically managed revenue generation endeavors, including the development of forecasts, Prepares periodic reports, financial statements, divisional pipeline strategies and quarterly shareholder reports Built and managed a business development team to enhance and refine customer relationships and satisfaction

May 2013 - Jul 2013 Travel Coordinator, Funtastic Holiday

* To maintain travel database, prepare itinerary & tour packages, analyze costing of tour packages for different destinations, coordinate with travel agents and tour operators
* To provide information related with the travel and destinations

**Artworks & Publications**

**Artworks & Creatives**

Unnati, Monthly Newsletter, IL&FS Education

News Digest, Monthly Newsletter, IL&FS Group

Monthly Media Insights, IL&FS Group

Script and Copy Writing, OIL Dikhya & Swablamban, IL&FS

Artwork for DDU-GKY, Standard Operating Procedure, I & II

Brochure, Social Empowerment and Economic Development Society (SEEDS)

Brochure, KINFRA & MUMPS, IL&FS Clusters

‘Updates’ 2018 on DDU-GKY, a quarterly newsletter, IL&FS Skills

Annual Report 2017-18 for various Govt projects, IL&FS Skills

Corporate Presentation, IL&FS Education

Academic Presentation on Water Supply and Sanitation : PPP ‘Good Practices’ from India, Asian Development Bank Institute

**Publications**

Renu Maurya, Concept Design, The Skills Milieu of India: Pathway to Social Inclusion and Decent Work, Page 16-31, Volume-3 Issue-3, 2017, International Journal of Research in Sociology and Anthropology

( <https://www.arcjournals.org/pdfs/ijrsa/v3-i3/3.pdf> )

Renu Maurya, Concept Design, Designing Future Livelihoods: The Sustainable Value of Tripura Bamboo Mission, Chapter 2, Practice and Progress in Social Design and Sustainability

**Research Paper :** ( <https://www.igi-global.com/book/practice-progress-social-design-sustainability/183206> )

**Academic Presentation :** (<https://www.youtube.com/watch?v=hNKwP99jmJ8>)

Renu Maurya, Concept Design, The Knowledge Vehicle (K-Yan): Sustainable Value Creation by Design, Chapter 10, Practice and Progress in Social Design and Sustainability ( <https://www.igi-global.com/book/practice-progress-social-design-sustainability/183206> )

**Meetings, Incentives, Conferences & Exhibitions (MICE)**

Sept, 2017 Organiser and Participant, "Bharat Ke Kaushaljaade" Ministry of Rural Development (MoRD) at Vigyan Bhavan, New Delhi

Jan, 2017 Organiser, "Finding the Elusive Golden ratio of Convergence", IL&FS Education's CSR event, India habitat Centre, New Delhi

Feb, 2016 Organiser and Participant, IL&FS Education's CSR initiative, "LEAP" at Shafiq Memorial School, New Delhi

Feb, 2016 Organiser and Participant, "Destination North East 2016", Ministry for Development of North Eastern Region at Pragati Maidan, New Delhi

Jan, 2016 Participant, "World Book Fair" at Pragati Maidan, New Delhi

Jun, 2015 Organiser, "PMKVY Kaushal Mela" at NMDC Moti Baag, New Delhi

Jun, 2015 Organiser "Forging India - Australia Skills Partnership " Felicitation of Trainees On Completion of Kangan - IL&FS Skills Overseas Placement Programme, India Habitat Center, New Delhi

May, 2015 Organiser " IL&FS Business Review Meet, Taj Vivanta, Bangalore

Apr, 2015 Organiser "National Workshop on Scheme for Integrated Textile Parks (SITP), Ministry of Textile, Surat Gujarat

Feb 2015 Organiser, North Zone Skills Workshop, IL&FS Skills

**Achievements**

**UGC** Secured 49.71% in NET JUNE 2012 and 51.43% in NET DEC 2012 for National University Grand Commission (NET) Lectureship/Junior Research Fellow

**IBPS** Banking Clerical grade exam 2011, Institute of Banking Personnel Selection, Mumbai

**ICAI & IMS** National Seminar on Global Convergence of Commerce Education, Institute of Chartered Accountants of India, Delhi & IMS, Bundelkhand University, Jhansi

**Vidhya Bharti** Akhil Bhartiya Sanskrati Gyan Pariksha

**Ministry of Youth** Community Development, Self Employment, Education Training, Social and Economic

**Affairs and Sports** Development organised by Nehru Yuva Kendra, Jhansi

**Linguistic Capability**

**Language Reading Speaking Writing**

**English** Excellent Excellent Excellent

**Hindi** Excellent Excellent Excellent

**French** Beginner Beginner Good