**G. Divya**

**Corporate Relationship MANAGER**

Salem, Tamil Nadu

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Email me on Indeed: [indeed.com/r/G-Divya/731528eab549c7d6](https://www.indeed.com/r/G-Divya/731528eab549c7d6)

• A dynamic professional with experience in Marketing, Market Research, Customer Relationship Management, Business Development, Events and Campaign Management.  
• Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies.  
  
• An effective communicator with excellent relationship and team management skills with flexible and detail oriented attitude.  
  
PROFESSIONAL SKILL  
• Brand Management  
  
• Rural and Services Marketing  
• Customer Relationship Management  
• Events and Promotions  
• Competition Analysis  
• Advertisements and PR  
• Sales Collateral and Presentation  
• Six Sigma Lean Management

**Work Experience**

**Corporate Relationship MANAGER**

**IIPM**

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January 2012 to January 2013

Branding, Corporate Communication, Customer Relationship Management, Sales Collateral, Public Relations, Events Management, Marketing Research.  
PROJECTS AND RESEARCH:  
• IMPACT of E3 MODEL WITH RESPECT TO SERVICE INDUSTRY.  
• MEASURING BODY PARAMETERS AND TRANSFERING THROUGH RFID.  
  
Other corporate services:

**Marketing Intern**

**Amrutanjan Healthcare Limited**

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Chennai, Tamil Nadu

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June 2011 to August 2011

Worked on New product launch for Amrutanjan's Feminine Personal Hygiene brand "COMFY".

**Market Research and MIS for Religare Technologies's New Health**

**RELIGARE TECHNOLOGIES**

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Chennai, Tamil Nadu

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March 2011 to May 2011

care Service "HEALTH LINE 24X7".  
  
TECHNOLOGY SKILLS  
SOFTWARE:  
MS Office (Word, Access, Excel, PowerPoint)

**Education**

**Post Graduate Diploma**

**Indian Institute of Planning and Management**

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Chennai, Tamil Nadu

2012

**B-Tech in Medical and Instrumentation**

**SRM University**

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Chennai, Tamil Nadu

2010

**Class XII**

**Sri Jayendra Matric Higher Secondary School**

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Tiruchchirappalli, Tamil Nadu

2006