



POOJA PANDEY

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📋 OBJECTIVE

Business Development, Digital Marketing, HR & Recruitment

Secure a responsible career opportunity and a challenging position to fully utilize and expand my training, skills, and business studies background while making a significant contribution to the success of the company that focused on customers satisfaction & experience am ready to bring **8+ years in Business Development, account manager, 3 years in IT-Outsourcing, Recruitment and Digital media marketing.** Be it either a strong problem-solving skills, negotiation skills, Influencing People, or **B2B or B2C Sales** and positive long-term customer relationships, I'm a success-driven team player who brings enthusiasm to sales.



EDUCATION

MBA (HR & International Business)

ITM School of Management, India
(2014 – 2016)

- **Intermediate (Science)**

Saraswati Vidya Mandir, India
(2010 – 2011)

- **B.Sc. (Bachelor's Degree in Science)**

Saraswati Vidya Mandir, India
(2011 – 2014)

- **High-School (Mathematics)**

Saraswati Vidya Mandir, India
(2008 – 2009)



TRAINING & CERTIFICATION – SEO & DIGITAL MARKETING

- **Fundamentals of Digital Marketing (Google)**
- **SEM/SEO Foundation (LinkedIn)**
- **Social Media Marketing with Facebook & Twitter (LinkedIn)**
- **Salesforce for Customer Services (LinkedIn) (2 yrs. Exp)**
- **Business Analysis Foundations (LinkedIn)**
- **Google Analytics (Great Learning Academy)**
- **Supply chain & operations (LinkedIn)**
- **Education Counselor- ATP (BYJU'S)**



EXPERIENCE

- **Digital Marketing & Account Manager | NDM Solutions (Dubai, UAE) – “Bulk SMS, Digital media marketing, social media marketing,”**
25TH MAY 2022 – 1ST SEP 2022
- **Business Development Account Manager | Info Sys Asia (Dubai, UAE) – “Talent Acquisition & Human Capital management”**
JAN 2022 – MAY, 2022

RESPONSIBILITIES

- ❖ Responsible for company “Recruitment” business development sales budget, sales strategy, analyzing trends, targeting clients, and customer satisfaction.
- ❖ Reporting to Senior HR Manager in India and finding the suitable and successful candidate to support our client's organization as per their requirements.
- ❖ Retain existing Customers & Clients, Handle complaints, find solutions and maintain a positive relationship for future business ventures.

- **Digital Media & Business Development Manager | Info Sys Asia Co. Ltd. (Thailand) | Reporting to CEO - MAY 2021 – Dec 2021**

RESPONSIBILITIES

- ❖ A Company offering information technology solutions and advanced end-to-end Software development, Web application, Mobile application, Data migration, IT-Outsourcing, Recruitment, Digital marketing, Social media campaign, SEO, and e-Commerce.
- ❖ (SaaS-based “HETS” Human Efficiency Tracking System”) in any possible international markets through the various channels and help to manage social media campaigns (Facebook, Instagram).

RESPONSIBILITIES (Digital Marketing)

- ❖ Responsible for campaigns, SEM, SEO, PPC, Social Media and budgets to clients.
- ❖ Support day-to-day operation in content creation, social media management, promotion management, and business analytics.
- ❖ Coordinate with internal departments (digital media team, creative team, and operation team) or 3rd party service partners to ensure deliverables in a timely manner.

RESPONSIBILITIES (IT- Outsourcing & Recruitments)

- ❖ Collect the Job Descriptions (JD) from clients and forward them to HR and help them to post the jobs on P2P (Social Media), and local Jobs portals to find a suitable candidate from a different source such as P2P Jobs Portal.

- ❖ Phone interview to obtain information on work history, job skills, and others.
- ❖ Coordinating for interviews and acting as a communication channel till the recruiting process is completed.

➤ **Business Development Manager | Trato Global Services Pvt. Ltd. Reporting to (VP) - JUNE 2019 – APRIL 2021**

RESPONSIBILITIES (School ERP Software “EMOL”)

EMOL School ERP has every feature you will ever need to run your institution efficiently. EMOL School ERP System provides user-friendly dashboards with login access for teachers, non-teaching staff, students, parents, and management personnel of your institution.

- ❖ Responsible for company business development sales budget, sales strategy, analyzing trends, targeting clients, and customer satisfaction.
- ❖ Develop sales forecasts, pipeline updates, and sales activities.

➤ **Reservation & Sales Executive | Spice Jet Pvt. Ltd. Reporting to Sales Manager - MAY 2017– MAY 2019**

RESPONSIBILITIES

- ❖ Inbound and outbound calls of external and internal customers related to bookings, rescheduling, and dealing with queries, complaints, and Upgradation.
- ❖ FAQ related to airline rules, Telly Check-in, Web check-in, help clients with their travel plans.
- ❖ Handling Reservation, Ticketing, Reissuance & Refunds.
- ❖ Process all reservations requests, changes, Upgradation in Premium & Business Class, Baggage policies, and cancellations received by phone, or mail.
- ❖ The answer, record, and process calls, requests, questions, or concerns and help special passengers and Pax with infants.

➤ **IRDA Qualified Insurance Advisor| ICICI Prudential Life Insurance, Reporting to Operation Manager - MAY 2012– APRIL 2014**

RESPONSIBILITIES

- Make a cold call for Investment, negotiate and close sales by agreeing on terms and conditions.



VOLUNTEER TEACHER (PART-TIME FOR AN NGO)

Dharadham International Virtual School | Teacher | Biology, Hindi, Social Science, and Yoga - July 2019 – December 2021

RESPONSIBILITIES

Assessed student performance through quizzes and testing, and provided one-on-one tutoring when necessary (Classes Schedule: SAT or SUN)

- ❖ Observed and evaluate students' performance behaviors, social development, and physical health.
- ❖ Instruct through lectures, discussions, and demonstrations.
- ❖ Communicated frequently with parents, students, and faculty to provide feedback and discuss instructional strategies.
- ❖ Adapt instructional materials and teaching methods to meet student needs and interests.
- ❖ Assign and grade homework, classwork and Prepare, administer, and grade assignments and examinations to evaluate students' academic progress.



SKILLS

- Business Communications
- Client Engagement
- Salesforce (CRM)
- Time Management
- Networking & Communication Skills
- Graphic Design & News Letter
- MS Office
- Digital Media Expert
- e-Commerce
- Amadeus & Navitaire



EXPERIENCE

- Date of Birth: 09/08/1993
- Gender: Female
- Marital Status: Unmarried
- Nationality: Indian
- Language Known: English, Hindi
- Passport: Available (N4458494)



REFERENCES

Reference: Mr. Prem Prakash
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