

MAHVASH SIDDIQUI



Personal Details

Analytical and team oriented individual with excellent time management, content writing and leadership skills. Creative, adaptive and focus driven personality, possessing a great willingness to learn new things.

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Address

D-129 2nd Floor, Part-1 Abul Fazal Enclave, Jamia Nagar, Okhla, New Delhi-110025

Skills

- Client Relations
- Business development
- Key Account Management
- Operational Improvement
- Quality Compliance
- Digital Marketing
- Human Resource Management

EDUCATION

BBA+MBA(Dual Degree)

Batch 2014-2019
CGPA 7.11

Major- Marketing

Minor- Human Resource

Amity School Of Business,
Amity University, Noida, UP

12th Class (Commerce)

Batch (2013-2014)
Percentage 68.2%

"SCHOOL PREFECT"

Cambridge School, Srinivaspuri, Delhi

Date of Birth:15th September, 1995

Technological Skills

- MS Office
- IBM SPSS

Interests

- Reading
- Writing
- Sketching
- Photography
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Languages

- Hindi (Native)
- English (Fluent)
- Urdu (Elementary)
- French (Elementary)

PROFESSIONAL EXPERIENCE:

Info Edge- Naukri.com (Naukri Premium)

Associate Senior Executive Client Relations (June 2019- Aug 2020)

Naukri Premium is the division of Naukri.com that takes into consideration hiring trends from top employers and highlights job seeker profiles for premium institute graduates and post graduates on the platform. Actively worked on acquiring such profiles to enrich the premium hiring space for corporate that set this as a recruitment criteria.

Responsibilities:

- Understanding client/jobseeker's career expectations and job requirement and assisting with the right opportunity by sharing curated customized job alerts with them.
- Interacting with the jobseeker on a day-to-day basis to keep track of current requirements and providing assistance regarding handling their jobseeker profile on the platform to ease their job search.
- Extensive Talent Mapping for the Clients in IT Software /Hardware, BFSI/Accounting, BPO/ITES verticals.
- Assisting clients with resume insights and CV enhancements to make them more recruiter friendly.
- Working on all senior and middle level requirements for across verticals.

INTERNSHIPS:

TriEdge Solutions Pvt. Ltd.

Campus and Corporate Engagement Intern (Dec 2018 – Jan 2019)

- Communicated the value proposition to the Training and Placement Officers to get campus registrations.
- Built customer relations and assisted in customer service activities.
- Assisted the in the data collection and rectification process.
- Performed digital marketing activities for communicating various fresher hiring opportunities specifically to Educational Institutions based in Madhya Pradesh.
- Took telephonic interviews to determine eligibility of fresh CA pass outs for an Internal Audit Manager post with GMR Group.

PINKBOOK by Jump Electronics and Tele Innovations Pvt. Ltd.

Assistant Manager Business Development (May 2017 – Jun 2017)

- Assisted in closing partnerships with restaurants, fashion brands, salons and spas across Delhi, NCR.
- Communicated brand proposition and vision to all external stakeholders and assisted in digital marketing activities for the brand.
- Performed market research activities to enlist potential customers for the brand.
- Actively helped in maintaining customer relations and related campaigns.

PROFESSIONAL ENHANCEMENTS

Projects/ Research Reports

- Presented a term paper report on "Marketing Of Luxury Good" .
- Presented a minor project report on "Customer Opinion on Buying Electronic In INDIA".
- Presented a seminar project report on "The Marketing Trend of Business Blogging".
- Presented a major project report on "Marketing Strategies for Mobile Applications".
- Presented a case study on "The emergence and growth of Beauty and Wellness Giant :VLCC".
- Undertaken dissertation study on " The impact of Corporate Social Responsibility on consumer satisfaction".

Workshops

- Undertaken Entrepreneurship Awareness Camp.
- Undertaken a workshop on statistical analysis through IBM SPSS software.

Volunteering

- Engaged in several NGO visits and organized social awareness programs.
- Worked as a volunteer at AMITY CONFERENCE and AMITY FEST.

Extra Curricular

- Joined the college Girls Cricket Team for an open elective.
- Went for a six day Military Training at Amity Military Camp in Manesar.