

RESHMA EDAPPETH

Contact

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Skills

- Branding strategy
- Team leadership and supervision
- Project oversight
- Records and database administration
- Performance analysis
- Reporting and documentation
- Event planning
- Client relations

Personal Details

Date of Birth / Age: 04 May 1990

Nationality: Indian

Marital Status: Married

Dedicated student with excellent academic record seeking career in marketing. Ready to support and learn from marketing team, using education and personal skills to take on creative challenges. Offers excellent communication skills to contribute to and assist team. Reliable and dependable team worker with excellent communication and organizational skills. Experienced in conducting comprehensive market research to identify key customer segments and target audiences. Creative marketer willing to think outside the box to secure impressive results. Knowledgeable and critical thinking Administration and marketing with experience in developing marketing materials, managing marketing budgets and executing commercial events. Uses data-driven approach to marketing campaign management and strategy. Skilled at driving brand awareness through cost-effective ideas and concepts.

Work history

2023-12 -
Current

Head of Marketing Coordinator

International Modern Hospital, Dubai, UAE

- Developed strategic partnerships with influencers and complementary brands.
- Consistently met campaign goals by developing clear, effective design briefs and providing creative guidance.
- Evaluated impact of marketing initiatives by tracking and analysing performance data.
- Developed strong teams by skilfully recruiting, orienting and training loyal, hard-working employees.
- Identified growth opportunities in new market segments to expand market share.
- Maintained updated knowledge of emerging marketing trends and technologies, continuously seeking opportunities to enhance strategies.

2021-03 -
2023-11

Head of Marketing Coordinator

Aster Hospitals - UAE, Dubai, UAE

- Analysed customer insights and trends to build marketing strategies that resulted in revenue growth.
- Facilitated smooth campaign execution, collaborating effectively with creative teams and

Languages

English

Fluent

Malayalam

Native

Tamil

Advanced

Hindi

Elementary

Russian

Elementary

2019-02 -
2021-02

- external agencies.
- Maintained updated knowledge of emerging marketing trends and technologies, continuously seeking opportunities to enhance strategies.
- Delivered top-quality marketing strategy and consultative services with consistently high client satisfaction scores.
- Boosted click-through rates with targeted email marketing campaigns.
- Developed strategy for social media marketing with cohesive messaging across multiple platforms.

Administrative coordinator

Etisalat - UAE, Sharjah, UAE

- Cultivated relationships with high-volume suppliers to drive beneficial business deals.
- Strengthened traceability and developed organisation systems for records, reports and agendas.
- Wrote reports and correspondence from dictation and handwritten notes.
- Received and screened high-volume internal and external communications, calls and email.
- Added new data and notes to project and resource tracking spreadsheets.
- Created databases and spreadsheets to improve inventory management and reporting accuracy.

2018-01 -
2019-01

Head of Company Administration

CERA Associates - UAE, Sharjah, UAE

- Received and processed stock using inventory management system.
- Created and maintained displays and signs.
- Handled high-volume telephone and email enquiries to minimise backlogs.
- Wrote reports outlining project progress and results.
- Used Microsoft Word and other software tools to create documents and clear communications.
- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Offered friendly, efficient customer service and handled challenging situations with ease.

2017-03 -
2017-12

Associate professor

HCT Womens College, UAE, Fujairah, UAE

- Adapted course content to range of formats and learning styles to achieve student pass rate.
- Implemented student retention strategy, reducing dropout rates.
- Enabled smooth day-to-day running of department by overseeing all administrative aspects of academic programmes.
- Boosted student achievement by providing clear, detailed one-to-one advice on research work.
- Engaged, motivated and inspired students to develop thirst for knowledge.
- Encouraged students to develop skills in reflection, critical thinking and analysis.
- Enhanced prestige of institution by pursuing world-leading, original research with emphasis on international excellence.

Education

2013-01 -
2017-02

Doctor of Philosophy: Comparative Literature

Calicut University - Malappuram, India

- Awarded Full Bright Scholarship & UGC NET and JRF
- Dissertation in Depiction of Poverty and Hunger in Dostoyevsky's *Poor People*, Bhabani Bhattacharya's *So Many Hungers!* and Sharan Kumar Limbale's *The Outcaste*.
- Coursework in Research Methodology
- Graduated with University Topper

2012-01 -
2013-01

Master of Philosophy: Comparative Literature

Kalady University - Ernamkulam, India

- Held Guest Lecturer role with Associate Professor
- Awarded UGC NET Scholarship
- Continuing education courses in MA Sociology (Double MA)
- Dissertation in Depiction of Poverty and Hunger in Sharan Kumar Limbale's *The Outcaste*.

- Course of study in Plagiarism

2010-03 -
2012-01

Master of Arts: English Literature

Calicut University - Malappuram, India

- Continuing education courses in Russian Language
- Held Guest Lecturer role under University campus
- Submitted dissertation for last semester
- Specialized in English Literature and Literary Criticism

2007-03 -
2010-02

Bachelor of Arts: English Literature

Calicut University - Malappuram, India

- Graduation completed with regular class under university of Calicut

Certifications

- Certified in PGDCA
- Certified in Diploma in Computer Application

Additional information

Received Employee of the Month under Aster Hospitals, UAE

Received Full Bright Scholarship and Aspire Scholarship

Received Ranks under Universities Board Exams

Presented National & International Presentation and received certificate for the same

Published papers under National & International Journals with ISSN number