



Aparna Maria Raju

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Abu Dhabi, United Arab Emirates

CORE COMPETENCY

SOFT SKILLS

- Strategic Planning & Coordination
- Excellent time management skills
- Creative & Visual thinking
- Numerical data analysis
- Highly analytical

DATA ANALYTICS AND VISUALIZATION

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint

LANGUAGES

- English | Malayalam | Hindi | Tamil |

PERSONAL PROFILE

- Visa Status: UAE Residence Visa (under Father's Sponsorship)
- Driving license: Valid UAE License

Commerce graduate with a strong passion for statistical analysis and meticulous accounting. Highly ambitious and enthusiastic, I am actively seeking a challenging role in a progressive organization. Proficient in data modeling, statistical analysis, and risk management, I am well-prepared to contribute to decision-making processes. With excellent interpersonal communication skills and a professional attitude, I am well-prepared to excel in a collaborative work environment. I am seeking opportunities to take on increased responsibility and contribute to business growth through my passion for excellence and continuous learning.

WORK EXPERIENCE

Digital Marketing and Event Management Intern (Apr 2021 - Jul 2021)
GAO Tek Inc., New York City, USA | GAO RFID Inc., Toronto, Canada

- Researched assigned events and identified possible partnerships aligned with event concepts.
- Managed administrative logistics of event plannings, event bookings and event promotions.
- Actively listened to customers' requests, confirming full understanding before addressing concerns.
- Evaluated existing plans, processes, and event planning services to identify opportunities for improvement.
- Executed email marketing campaigns to add 500 CRM leads, resulting in a 15% increase in customer engagement.
- Sent 70+ personalized connection requests on LinkedIn daily to expand network and increase brand visibility.
- Researched and analyzed market data for assigned events, identifying 20 potential partnership opportunities aligned with event concepts.
- Implemented a data-driven approach to evaluate the effectiveness of marketing campaigns, resulting in a 15% increase in attendee engagement and a 10% boost in event registration rates.

PROJECTS HANDLED

Thesis:

- Focused on covid-19 outbreak and its aftereffects as the central topics under the title called "A study on the impact of the covid-19 outbreak on digital payment among the customers in Thrissur district."
- Mobile data network and usage pattern

ADDITIONAL QUALIFICATION

EDUCATION

- **MSC in International Business Management with Finance (Current)**
Heriot-Watt University, Dubai (2023-2024)

- **Bachelor of Commerce with Computer Application**
Calicut University, India (2019-2022)

- **Board: CBSE (12 GRADE)**
Gems United Indian School - Abu Dhabi, U.A.E (Till 2019)
Relevant Modules: Accounting, Business, Economics, Computer Application.

- **Certificate in Interior Design**
Manipal University, Dubai (2022-2023)

LEADERSHIP EXPERINCES

Association Secretary for the Department of Commerce and Management Studies

- Planned and coordinated departmental activities, resulting in a 15% increase in student participation and engagement.
- Coordinated and executed monthly meetings with student leaders, faculty, and administration to foster collaboration and exchange ideas, resulting in a 20% increase in student engagement.
- Developed and monitored departmental budgets with accuracy, leading to a 10% increase in cost savings.

ACHIEVEMENTS

- Won first prize in the South Indian Management Fest for Marketing Game, competing against a diverse pool of participants, including Undergraduates, Postgraduates, and MBA students. Demonstrated exceptional marketing skills, strategic thinking, and the ability to excel in a competitive environment.
- Selected as the 'Coordinator' and 'Prefect' during school, demonstrating reliability and responsibility in managing various tasks and assisting teachers and students.

CERTIFICATIONS

- **Project Management Certification** – Google Foundation (Current)
- **Introduction to Data Analysis using Excel** - Rice University
- **Design and Make Infographics (Project-Centered Course)** - Michigan State University
- **Design, Format, and Presentation in Microsoft PowerPoint** - Coursera project network
- **GST and Tally Accounting Software** - National Council of Vocational and Research Training