

Reshma P Suresh

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Objective

Person who can make sure to secure a responsible carrier opportunity to fully utilize my intelligence and skills, while making a significant contribution to the success of the organization Intended to work in a responsible and challenging environment and use my potential for the benefit and betterment of the company.

Experience

- ♦ **GOODWILL PHARMA Pharmaceuticals c and f Agency** **03.03.2022 - 30.09.2024**
Digital Marketing Analyst and Growth Hacker
 - Creating and managing content: includes improving online content about the medicine product awareness and pharmacy services.
 - Documenting the details such pharmaceutical product report, department wise medicine analysis report details, sales medical executive details etc.
 - I am also done customer relationship management (CRM)duties during this period of time.
 - Developing and managing a digital marketing strategy: This includes planning, implementing, and managing the strategy to promote pharmacy services, products, and brand awareness. It includes tactics such social media marketing, content marketing, and email campaigns tailored to the healthcare industry through digital marketing channels.
 - Monitoring competition and providing suggestions for improvement.

- ♦ **MORRIS GARAGES INDIA** **20.11.2021 - 31.01.2022**
Front Desk Receptionist
 - Maintaining the reception area
 - Administrative tasks: responding to emails, organizing files, and maintaining office supplies.
 - Handling mail and packages: receive letters, packages, and other deliveries and distribute them also screen incoming mail and package deliveries.
 - Monitoring office supplies and expense.
 - Documentation: Maintaining the details such as showroom visitors, car details sales executive details etc.

- ♦ **KALARIKAL OPTICALS** **02.09.2020 - 28.10.2021**
CRM Digital marketing Executive
 - Developing and managing a digital marketing strategy such as planning, implementing, and managing the strategy for eye care camping through digital marketing channels, including social media accounts.
 - Creating and managing content: includes improving online content about the eye camp and eye care services.
 - Developing marketing campaigns: Developing marketing campaigns to attract new.
 - Maintaining the details about camp and product also perform CRM duties.

Education

Course/ Degree	School / University	Grade / Score	Year
Master of computer Application	Rajiv Gandhi Institute of technology, Pampady	A	2017 -2020
Bachelor of computer Application	Assumption college, Changanassery	A	2014 -2017
Higher Secondary	Govt. H.S.S Kudamaloor, Kottayam	84.3 %	2012 -2014
SSLC	D.V.VH.S S Kumaranallor, Kottayam	88%	2011 -2012

Skills

- Willing to learn new thing
- Communication and presentation skills
- Analytical skills
- Creativity
- Data analysis and Data visualization
- Problem Solving and Time management

Academic Projects

- **Smart Phone Based Human Activity Recognition using Deep Learning Models**
Smart phones are becoming one of the ways to identify the human's environmental changes (human activities: walking, standing, laying, sitting) by using the sensors in smart mobiles. The analytical part of the project is done here.
- **Hi Tracker**
Hi Tracker is a mobile application. The main users of this application are parents. The aim of this project is user can find location of the college bus where students are studying. This application developed by using android with java frond end and MYSQL as back end.

Achievements & Awards

- Certified in Basics of Web Designing course.
- Participated in computer hardware class and fest conducted by Saintgits College of Engineering
- Editor of department magazine SYMPHONY- 2015.
- Association join secretary of Management and Technology Department (2015). Conducted inaugural ceremony of department association and Department fresher's day.
- I am a NSS volunteer. Participated in the activities and special camp (Seven Days) of the National Service Scheme at Govt. School Karipoothat, Kottayam. I was a student program officer in NSS camp for one day.

Languages

- English (Read, Write, Speak)
- Malayalam (Read, Write, Speak)

Personal Details

Date of Birth: 25/03/1997

Gender: Female

Nationality: Indian

Marital Status: Married

Reference

Prince Scaria, GOODWILL PHARMA Pharmaceuticals c and f Agency

Lions international 318B District Governor, Partner of Goodwill Pharmaceuticals

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