

## CURRICULAM VITAE

N.ANUSHA., BE., MBA

H2 M2 175B

R.M COLONY 4 TH CROSS

Dindigul District - 624 001

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## CAREER OBJECTIVE

To secure a responsible career which helps to fully utilize my knowledge and skills, while making a significant contribution to the success of the organization

## EDUCATIONAL QUALIFICATION

QUALIFICATION	SPECIALIZATION	INSTITUTION	YEAR OF PASSING	CLASS
M.B.A.,	Finance & Marketing	Thiagarajar School of Management	2020	I class
B.E	EEE	MEPCO Schlenk Engineering college	2018	I class

## **Project / Dissertation**

Customer Retention Representative Internship at Reliance Retail Limited

- Interacted with more than 400+ customers visiting different retail outlets
- Face to face interviews were done using structured questionnaire inside the store premises
- Analyzed about the factors affecting customer satisfaction in Reliance Digital
- Assisted many shoppers and convinced them to buy the products
- Achieved daily targets as mentioned by the organization

## **ACADEMIC EXPERIENCE**

- Working as a Assistant Professor in the department of Business Administration, G.T.N .Arts College, Dindigul since February 2021 to till date
- Worked as Customer Relationship officer, Assistant Manager grade at Bandhan Bank, Madurai.(work experience of six months)

Total Teaching Experience : 5 Months

## **RESEARCH INTERESTS:**

- ❖ Financial Analysis
- ❖ Financial planning
- ❖ Human Resource Management

## **PROJECTS DONE:**

- Part of the Marketing survey team for "E- waste Advertisement " (10/2018 - 11/2018)
- Conducted a special event in HOTEL GERMANUS using social media marketing (12/2018 - 12/2018)
- Study on Instagram influences the wedding expectations of an individual (01/2019 - 04/2018)
- Study on chilly field in Muthukulathur,Ramnad during RDIP (01/2019 - 01/2019)

## **CERTIFICATIONS:**

- UGC NET - Qualified - 2019
- NISM - Series V-B: Mutual Fund Foundation Certification Examination
- Certified for completing "The fundamentals of Digital Marketing" by Google
- Certified for completing "Economics of money and Banking " conducted by coursera

## **PERSONAL PROFILE**

Father's Name : M.NATARAJAN

Age & Date of Birth : 25 Yrs,14.02.1997

Marital Status : unmarried

Sex : Female

Nationality : Indian

Religion : Hindu

Cast : sozhila vellalar

### **Address:**

Residence :H2 M2 175B  
R.M COLONY 4 TH CROSS  
Dindigul District - 624 001  
Mobile No : 9445380879

Office : G.T.N Arts College, Karur Road, Dindigul- 624005.

Languages Known : Tamil (R/W/S)  
English (R/W/S)