# HARITHA MANOJ

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**OBJECTI VE**

Given a chance to work with your organization, I would ensure that my knowledge and skills are being employed in the best possible way that would benefit the organization. I would like to utilize my educational qualifications and job experiences to the best of my efficiency and to learn and grow along with the organization in these dynamic and challenging economic situations by being updated on the latest trends and technologies that would lead to the attainment of organization goal.

# PROFESSTION AL WORK - E XPER IEN CE

1. Working as a **Marketing Coordinator at Bahrain Family Leisure Company** from Sept 2019 to present

* Marketing coordinator for ***Bennigan’s Bahrain, Cucina Italiana , Kazbah Catering Services and Bayti.***
* Preparing Marketing plans for each year and executing it accordingly.
* Preparing Marketing Budget for each year for all 3 brands
* Communicating with the customers on a regular basis for customer reviews and feedbacks.
* Conducting events and managing them during special occasions or promotions.
* Heading the team on discussion for promotions, offers and food coupons
* Assisting GM in discussing marketing initiatives and also ensure the marketing principles are followed as per the ‘ Legendary brand’ guidelines.
* Decides on the social media posts and story for all 3 brands and prepares the social media calendar accordingly for the month.
* Coordinate with all the ad agencies, magazines for follow ups on ads and food reviews.
* Constantly coordinating with Talabat reading any change in menu, update on pictures or delivery timings.
* Constantly checks and approves the design material which goes for posting on social media accounts
* In-charge for the décor items and creative ideas during special events.
* Regular meeting with GM to further discuss the marketing strategies held the previous week.
* Constantly checking the sales report and circulate it with the restaurant managers and follow ups on marketing ideas with them too.
* Conducts regular meeting with the restaurant team on initiating creative marketing ideas

1. Worked as **Marketing Associate intern at ROSHCOMM** (July- September)

* Coordinating with different clients to sponsor for the event
* Preparing excel sheets on targeted clients followed by doing a thorough research on their organizational details
* Daily targeted phone calls and mails to the listed clients.
* Preparation of quotations and LPO accordingly for each client
* Conduct events and managing different clients.

1. Worked as an **Editorial Assistant in Bahrain Confidential** magazine from Sept 2018 to May 2019

* Editorial assistant for the Gulf Insider Magazine- Managing the editorials of the magazine as whole.
* Edited press releases and wrote articles for both Bahrain Confidential and Gulf Insider
* Dealing and Coordinating with Clients- Following up for the client editorials, sending over the editorials to the clients for approval, Discussing with team regarding the requirements of a client editorials
* Following up with the clients on Advertisements and discussing the same with the designer on the client requirements.
* Team meetings to discuss the strategic social media marketing and its execution.
* Attended client meetings, sales meetings, events and conducted interviews.
* Assisted the sales team for client meetings.
* Caption editor for social media accounts (Instagram and Facebook)- Managing at present 5 social media accounts
* Uploading online articles on a daily basis.
* Meetings with the clients on discussing the editorial and social media packages. Discussing the same with the team.
* Created strategic social media proposals and presented it to the clients.

1. Worked with **THE GULF DAILY NEWS** as intern for more than 3 months

* Worked with the news cycle software
* Wrote picture captions for the newspaper
* Edited press articles
* Held responsible for the 10th and 12th CBSE Board results worked on publishing it in the newspaper.
* Attended and also reported for the Bahrain’s biggest Youth Summer Camp – Youth City Forum. Went out for reporting and conducted face to face interviews with the Chairperson and marketing manager.
* Accompanied a colleague in interviewing the Russian Ambassador of Bahrain.
* Worked and published many human-interest stories of Bahrain.
* Had the opportunity to accomplish nearly ten by lines in GDN.
* Attended the press conference conducted by the Tourism Ministry and also reported on the same for the newspaper.

1. Worked with **THE MEMAC OGILVY BAHRAIN,** as a trainee intern for 1 month.

* Worked on writing client briefs for the telecommunication operator VIVA
* Worked with Graphic and designing department and learnt about the various designs and techniques for the execution of advertisement.
* Worked with the research department and also assisted in researching the marketing strategies for the debits cards- VISA & MASTERCARD
* Have attended meetings and conducted and contributed ideas regarding the designing of advertisements

# ARE AS ST UD IED

* Media marketing
* Public relations
* Content writing
* Media execution
* Client executive

# EDUC ATIO NAL CR EDENTI ALS

**BA** Amrita University

Bachelor’s in mass communication May 2017 Coimbatore, SGPA-8.5

**MA** University of Westminster

Masters in Global Media Sept 2018

United Kingdom

# RESEARCH EXPE R IENCES

* Analysis of the mural art paintings of a famous temple in Tamil Nadu Completed a 1,500 words research project for my bachelor’s degree.
* Advertising techniques of the Coco-Cola company of Bahrain

Completed a 1,500 words dissertation as part of my master’s degree

# ACCOMPL ISH MEN TS

* Worked on a mock advertisement as a part of end semester project.
* Worked in 3 amateur short films.
* Attended 2-day cinematography workshop conducted by renowned cinematographer Sameer Mahajan.
* Attended a typography workshop conducted by Academy Award winner A.K. Haridas.
* Received a scholarship of 3,000 pounds for my post graduate study in UK.

# STRENGTH S

* + Excellent verbal and communication skills, strong presentation and teamwork skills.
  + Ability to work at several levels of and organization and bring positive results.
  + Effectively complete multiple tasks in a fast – paced environment.
  + Ability to overcome hardships and take the team with positive attitude.

# COMPUTER SKILL S

* Adobe Photoshop
* Adobe InDesign Power point
* Coral Draw
* Microsoft word
* Microsoft Power Point
* Macromedia Flash.

# EXTRA C URR IC UL AR ACT IV ITIES

* Has won awards for dance both in school and university level

# SKILLS

* Strong verbal communication
* Self-motivated
* Extremely organized
* Data management
* Client assessment and analysis
* Fast learner
* Highly dependable
* Time management
* Team leadership.

# PERSONAL PROFILE

* DOB :October 10,1995
* Marital Status : Single
* Languages Known : English, Hindi, Tamil, Malayalam and Sanskrit
* Passport No : K8413382
* Father Name : Manoj Nair
* Mother Name : Sheela Manoj

I hereby declare that the furnished above are complete and correct to the best of my knowledge & belief

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