

Ruby Naaz

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I am an **enthusiastic, motivated** and **creative marketing professional** with MSc Marketing from the University of Manchester. Have gained **2 years of cumulative experience** in sales and marketing in the Indian market. The work experience and the Masters have expanded my horizon of expertise in marketing theories. Seeking to leverage my skills, knowledge and expertise in your organisation and continue learning in a challenging environment to reach greater heights.

EDUCATION

MSc.Marketing

The University of Manchester, Manchester, UK (Sep 2016 - Sep 2017)

Graduating: Dec 12th, 2017 GPA: 2:1 MSc (Merit)

Modules included: Consumer behaviour, Advertising, E-Business, Marketing Management, New product development and Research methods

Dissertation Topic: Decision making processes in job search: Influence of job advert content and individual differences.

The nature of my masters upgraded my **leadership skills, team-working skills** and systematic analysis through research and **critical thinking**. I worked closely with my supervisor during my dissertation to address the issues in a Job advertisement content and motivate IT candidate's (especially female) applicant pull using qualitative methods of study. Since it was a multi cultural environment, working with a diverse team on various projects enhanced my **Communication skills, conflict management skills** and **cultural flexibility**.

Bachelors in Commerce

Jain university, India (June 2010 - June 2013)

Graduated: Aug 2013 GPA:2:1 (UK equivalent)

Major Modules included: Marketing, Accounting, Finance and organisation behaviours

During my bachelors I indulged in social activities organised via various clubs and gained an opportunity to lead campaigns such as, 'Puppy adoption', 'Solid Waste Management' and educate underprivileged group of children. Some of the campaigns received coverage in local newspaper and radio, resulting in proving awareness to a border audience. These experiences intensified my **public speaking skills**.

Diploma in General Management

Jain university, India (June 2010 - June 2013)

Core modules included: Marketing and Entrepreneurship

Graduated: Aug 2013 GPA:2:1 (UK equivalent)

Diploma in Interior designing

Vogue interior design academy, India (June 2013 - June 2014)

Graduated: Aug 2014 GPA:2:1 (UK equivalent)

The acquired experiences below magnified my interpersonal skills, persuasive abilities, creative problem solving ability and analytical thinking. With diverse endeavours in my kitty of experience, I inhabit multi-potential skills.

EMPLOYMENT

Full-time

Network Development Lead

Qikwell Technologies India Pvt Ltd, August 2014 - June 2015 [Now acquired by Practo]

Working in a healthcare sector that involved technology to make booking appointments easy for patients, required number of doctors to buy the interface. I adopted target oriented direct marketing approach, yet built long term relationship with doctors and hospitals, **Resulting in 10% increase in conversion rate** and customer retention for the organisation. My responsibilities involved On-field Sales, cold calls, and sales presentations to Doctors and hospitals. Also, handled and organised successful team building activities for the organisation.

Achievements:

- Increased traction plus market penetration by working on engagement activities & organising relevant trade-shows at health care conferences.
- Designed marketing plans to increase offline & BTL (Below the Line) campaigns.

Internships

Vogue Eyewear Campus Ambassador

Marketing & Sales Internships at Vogue India, September 2013 - November 2013

During this internship, free merchandise was provided by the employer for gathering feedbacks and marketing them on social media and in person. My responsibilities were to create awareness of Vogue Eyewear among aspiring and potential buyers, both online and offline. Generating feedback on the products/brand and upload on social media platforms. Also, strategising social media marketing for the brand on social media platforms. Enhancing the Electronic word of mouth through active and creative social-media posts.

Achievement:

- My actions resulted in gathering useful customer data collection to further convert into loyalty customers.

Earth Ambassador at International Centre for Culture & Education

International Centre for Culture & Education, June 2014 - August 2014

Green Revolution is a programme to educate people about green sustainability. My role was to build a team of 25 and help the team in selling and spreading awareness on the use of Eco-friendly and re-useable products. Followed by co-ordinating with ICCE on behalf of the team. Also, motivating the team to write an exam (organised by International centre for culture and education-ICCE) about scientific methods in protecting the planet. Successful execution of these responsibilities as a team lead, effectively via word of mouth; resulted in increase of activists on an average of 3 people per day.

Part-Time

Sales Consultant

Oriflame Products - India, Feb 2011-April 2014

Oriflame being a cosmetic product brand, lead me towards sales (direct marketing) of their products, purely through word of mouth, Networking, and door to door sales. Managing customer relationship and handling queries, updating the customers with the new product category. I responsibly handled prompt follow-ups and timely updated the customers. I helped the brand gain recognition in Indian market purely through word of mouth, networking, and door to door sales. Built brand awareness & trustworthiness among customers community.

Modelling & Acting (2009-2011)

Walked the ramp at **Miss Bangalore 2011 as a finalist** and **achieved the title of Miss beautiful skin**. Also modelled for student magazine. Performed as a lead actress in a Short Film "Nalla Nanban". Being involved in the modelling industry at an early age developed my Personality, Presentability, Perceptiveness and Screen presence.

Volunteering

Rocket world

International Society Manchester (2016-2017)

During my masters programme, I volunteered twice in a programmed called 'Rocket World' where the international organisation provided an opportunity to visit local schools and interact with young students about culture, unity in diversity and represent once Country.





Rotaract Club (India, Bengaluru 2011-2013)

Administered and engaged in social-community development projects at Jain University, organised under the Rotaract umbrella. As a senior during my bachelors years, I was provided with the opportunity to organise creative-social development projects with the University freshers and participate in Rotary Youth Leadership Awards (RYLA) in Goa. Knowledge acquired through these endeavours reflect in my everyday activities, enhancing my soft skills.

Multi-linguist

English	
Hindi	
Kannada	

Softwares

Ms Office Suit	
Project Viewer	
Google Tools	
NVivo	

Interests

Reading	
Travelling	
Painting	
Writing	

References:

- My interview with ICCE regarding the Internship: <http://www.letsintern.com/blog/become-a-climate-counselor/>
- Short film link: <https://www.youtube.com/watch?v=plmUR1xtcwM>
- Alliance Manchester Business School [Supervisor]: Dr Kathy Keeling; Associate Professor in Research Methods and Statistics; Kathy.keeling@manchester.ac.uk