

ANJANA MURALIDHARAN

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Location : Dubai, UAE

PROFESSIONAL SUMMARY

Detail-oriented MBA graduate with dual specializations in Human Resources and Marketing, one year in hand experience as an Operations Executive at Lulu Group International. Proven ability to streamline business operations, enhance team collaboration, and improve process efficiency.

EDUCATION

Master of Business Administration (MBA)

Cochin University of Science & Technology (CUSAT) – 2021 – 2023

Specialization: Human Resources & Marketing | Graduated with First Class

Bachelor of Commerce (B.Com)

Kannur University – 2017 – 2020

PROFESSIONAL EXPERIENCE

OPERATION EXECUTIVE

Jan 2024 - Apr 2025

Lulu International shopping mall calicut Pvt Ltd - Lulu group india

- Oversaw end-to-end mall operations, including daily retail floor activities, vendor coordination, and tenant relations and conducting retail audit coordinate with Store Manager.
- Managed inventory control processes to ensure stock availability, accurate replenishment, and minimal shrinkage.
- Handled customer service, admin tasks, CRM operations, resolved queries, and ensured customer satisfaction.
- Managed outsourced staff performance, coordinated recruitment and onboarding, monitored daily attendance, maintained employee records, and processed payroll activities.
- Supported team leadership in scheduling, task allocation, and performance monitoring to maintain service excellence.
- Implemented strategies to enhance operational efficiency, customer experience, and overall mall performance.
- Collaborated with marketing teams to assist in planning and executing in-mall promotions and seasonal events.

HUMAN RESOURCE INTERN

2022

Global Infonet - Infopark Cochin

- Assisted in recruitment processes, onboarding new employees, and maintaining HR documentation.
- Supported employee engagement activities and policy implementation.
- Gained hands-on experience with core HR functions in a corporate IT environment.

DIGITAL MARKETING TRAINEE

Soften Technologies - Cochin

- Trained in SEO, SEM, Google Ads, social media marketing, and digital analytics.
 - Worked on mock campaigns and analyzed real-time data to understand marketing impact.
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SKILLS

- Communication
 - Team leadership
 - Operations Management
 - Retail relation Management
 - Negotiation Skill
 - Problem Solving
 - recruiting and onboarding
 - Critical Thinking
 - Digital marketing
 - Process Improvement
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CERTIFICATIONS

- Digital Marketing – Soften Technologies (6 months)
 - Marketing Analytics – IIT Kharagpur (12 Weeks)
 - Inventory Clerk – Asap Kerala
 - National Service Scheme – Volunteer (5 Years)
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LANGUAGES

- English
 - Malayalam
 - Hindi
 - Tamil
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CAREER INTERESTS

Marketing - Customer Relation Management - Operation Management - Recruiting