

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. Strong foundation in digital marketing, recruitment, onboarding, and HR operations. Passionate about contributing to organizational growth through innovation, strategic thinking, and effective management.

EDUCATION

Master of Business Administration (MBA)

Cochin University of Science & Technology (CUSAT) – 2022 – 2024

Specialization: Human Resources & Marketing | Graduated with First Class

Bachelor of Commerce (B.Com)

Kannur University – 2018 – 2020

PROFESSIONAL EXPERIENCE

LULU INTERNATIONAL SHOPPING MALL CALICUT PVT LTD , LULU GROUP Jan 2024 - Apr 2025

Operations Executive

- Oversaw end-to-end mall operations, including daily retail floor activities, vendor coordination, and tenant relations.
- Managed inventory control processes to ensure stock availability, accurate replenishment, and minimal shrinkage.
- Coordinated with vendors and suppliers to streamline procurement and ensure timely delivery of goods.
- Ensured compliance with company standards and mall operational guidelines across departments.
- 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.

GLOBAL INFO NET INFORPARK KOCHI

HR Internship

2022

- 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.

SOFTEN TECHNOLOGIES COCHIN

2021

Digital Marketing Trainee

- 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.

SKILLS

- Communication
 - Team leadership
 - Operations Management
 - Retail relation Management
 - Negotiation Skill
 - Human resource management
 - Marketing & sales
 - Critical Thinking & Problem Solving
 - Digital marketing seo, smm
 - 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
 - Hindi
 - Malayalam
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CAREER INTERESTS

Marketing | Human Resources | Sales | Operations | Business Development
Talent Acquisition | Customer Relationship Management |
