

# Arifa Arif

Aligarh

+917055484078 | aarifa09@gmail.com

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## Objective

As an accomplished Assistant Manager and Nutrition and Client Relations Specialist, I bring a wealth of experience in leading teams, enhancing client satisfaction, and driving revenue growth. My career is marked by a promotion to Assistant Manager, where I effectively lead a team of 12-15 members, providing strategic guidance and continuous performance improvement through targeted training sessions. With a deep understanding of blood biomarkers and customized diet planning, I have successfully built strong client relationships, delivered personalized nutrition advice, and achieved high client conversion and retention rates. My commitment to excellence is demonstrated in my ability to set and achieve both individual and organizational goals.

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## Experience

- Fitelo** Aug 2022 - Present  
Assistant Manager  
**Team Leader:** Leading a team of 12-15 members, ensuring that each team member meets individual KRAs.  
**Performance Management:** Providing monthly performance feedback and guiding team members to improve required skills, fostering a high-performance culture.  
**Training and Development:** Conducting training sessions to enhance team members' skills and keep their knowledge updated with the latest industry trends and practices.  
**Strategy Implementation:** Demonstrating and implementing strategies to achieve high-quality results, driving revenue generation.  
**Client Conversion and Retention:** Successfully converting more than 40% leads into long-term clients, recognized for high-quality performance and client retention.  
**Data Analysis & presentation:** Working for overall process improvements and reporting data analysis to top management.
- RD Bhavya Dhir** June 2022 - July 2022  
Intern  
**Biomarker Interpretation:** Gaining an in-depth understanding of blood biomarkers to tailor diet plans that align with clients' medical conditions and dietary habits.  
**Customized Diet Planning:** Developing and implementing personalized diet plans based on clients' unique health needs and food preferences.  
**Client Counseling and Trust Building:** Establishing and maintaining strong client relationships through effective counseling, fostering trust and open communication.
- Fortis Escorts Heart Institute, Okhla Road.** Oct 2021 - Jan 2022  
Dietitian  
**Health Assessment**  
**Patient Counselling**  
**Prescribing therapeutic diets in IPD**  
**Diet Consultation in OPD**  
**Conducting Nutrition awareness programme**
- Dr Poonam Batra's Counselling Clinic** July 2018 - August 2018  
Assistant psychological Counsellor

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## Education

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- **Aligarh Muslim University** 2021  
Post Graduate Diploma in Nutrition & Dietetics
- **Aligarh Muslim University** 2019  
Post Graduation
- **Women's College , AMU** 2017  
Graduation
- **Senior Secondary Girls School, AMU** 2014  
SSSC
- **AMU Girls' High School** 2012  
SSC

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## Skills

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- Excellent listening and rapport-building skills with clients.
- Good communication and interpersonal skills.
- Detail-oriented and organized.
- Empathetic, warm and enthusiastic attitude.
- Microsoft Word, Excel and PowerPoint.
- Flexible and quick adaptability.
- Continuous Learning.

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## Projects

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- **A COMPARATIVE STUDY OF SOCIAL SUPPORT AMONG ADOLESCENT GIRLS AND BOYS**
- **SOCIALIZATION DURING THE LATE CHILDHOOD**
- **INSOMNIA**
- **A Review-Nutritional Management in CKD**
- **Nutritional Management in Post Bariatric Surgery**
- **A Review - Nutritional Management in Chronic Kidney Disease Patients**

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## Achievements & Awards

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- Certificate of Participation in the webinar on Exploring Nutrition in the Human Space Flight by-Signutra
- Certificate of Appreciation for BEST PRESENTER By- RD Bhavya (MS, RD, CDE, CSN, FODMAP SPECIALIST NET Qualified, IDA, NSI Life member, India.)
- Workshop on EFFECTIVENESS OF WOMEN SELF HELP GROUPS IN DEVELOPING MICRO-ENTERPRISE by Department of Home Science, Aligarh Muslim University, (2019).
- Certified in "Wound Care and Nutrition Management for Difficult to Heal Wounds in High-Risk Populations Webinar", Abbott
- Certified in COVID-19: Operational Planning Guidelines and COVID-19 Partners Platform to support country preparedness and response, WHO

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## Reference

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- **Dristy Khatri - FITELO**  
Manager  
+917814301002
- **Rahnuma Zarin - Fiteo**  
Senior Dietitian  
+917678120880