

ANU SHALQUE

+91 9061413206 ◇ Kozhikode, Kerala

D. O. B = 02/03/2001

anushalquetsy@gmail.com www.linkedin.com/in/anu-shalque

OBJECTIVE

To secure a challenging position in the marketing and finance field that allows me to utilize my experience, education, and skills to contribute to the growth and success of the organization while gaining valuable experience and professional development opportunities.

EDUCATION

Master of Business Administration, Pondicherry Central University 2022-2024

Marketing & Finance | 70%

Bachelor of Commerce, Calicut University 2019 - 2022

Computer Application | CGPA- 7.3

Higher Secondary School,GVHSS Thamarassery 2017 – 2019

Commerce | Percentage- 88

EXPERIENCE

Sales Executive, Century Plyboards India Ltd July 2024 - Present

- Focused on building strong relationships with retail outlets, interior designers, and builders in the Malappuram and Kozhikode districts to drive sales growth
- Regularly met with clients to take orders and promote Century Ply laminates, ensuring alignment with their needs.

ACADEMIC PROJECT

Major project (VKC Footwear)

A Study on customer expectation and satisfaction level towards VKC footwear

- Find out expectations and satisfaction levels towards VKC footwear.
- Find out the correlation between them and provide actionable recommendations to them.

Minor project (PEE CEE ASSOCIATES)

- Gain a better understanding of the entrepreneurial journey of a company. Get to know about how a business works.

Certifications

- **Digital Marketing** (The fundamentals of digital marketing, including content marketing, SEO, SEM, social media marketing, email marketing, and marketing automation)
- **Digital Marketing in SEO** (Covers the basics of SEO, including keyword research, on-page optimization, link building, and analytics).
- **NISM CERTIFICATE** (CSR Program of Kotak service limited)

Key Competencies

- Interpersonal Communication
- Decision Making
- Adaptability
- Critical Thinking
- MS OFFICE
- SPSS

LANGUAGES

- English
- Malayalam