



SUNNY FERNANDES

Customer Delight Executive

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📍 Mahakali Caves Road, Andheri (East), Mumbai-400093.

EDUCATION

MBA In Marketing

NMIMS
2022 - 2024

Bachelor In Commerce

Tolani College of Commerce
2018 - 2021
Grade: B+

HSC

Tolani College of Commerce
2017 - 2018
Percentile: 81.38%

SSC

St. Arnold's High School
2015 - 2016
Percentile: 87%

CERTIFICATIONS

Digital Marketing

INTERNSHALA
2020

Soft Skills

Tolani College of Commerce
2019

ABOUT ME

A creative and results-driven professional with a diverse background spanning customer support, social media management, digital marketing, and ORM consultancy. Armed with an MBA in Marketing, I bring a passion for innovation and a knack for generating impactful ideas to drive brand growth and enhance customer experiences. Eager to leverage my skills and expertise in a dynamic marketing role where I can continue to make meaningful contributions and fuel organizational success.

WORK EXPERIENCE

Customer Delight Executive

Feb, 2022 - Present

SUGAR Cosmetics

Handled customer queries via multiple platforms (social media, chat, email, calls), effectively resolving issues and converting negative feedback into positive outcomes. Trained new team members and managed operations in the absence of leaders. Developed efficient resolution templates and specialized in managing escalations with exceptional communication skills. Demonstrated ability to multitask and maintain high productivity.

Sports Committee

June, 2023 - Present

SUGAR Cosmetics

Managed sports events, promoting teamwork and employee well-being.

ORM Consultant

June, 2021 - Feb, 2022

Hinduja Global Solutions Pvt. Ltd

As an ORM consultant, I engaged with users on social media and via email, resolving queries and fostering positive interactions. I crafted approved email templates, trained colleagues, and efficiently managed team operations in the absence of my supervisor.

Digital Marketing Intern

Sept, 2020 - Oct, 2020

Refined Eats Pvt. Ltd

During my part-time role as a Digital Marketing Intern at Refined Eats, I led their online initiatives by managing Google Analytics, curating website content, and designing social media posts. Additionally, I developed monthly calendars and devised marketing strategies, contributing to enhanced brand visibility and engagement.

SKILLS

- Customer Service Excellence
- Team Leadership & Training
- Digital Marketing
- Creative strategy
- Event Management
- ORM
- Analytical skills
- Effective communication

LANGUAGES

- ENGLISH
- HINDI
- MARATHI
- KANNADA

INTERESTS

- Cricket
- Fitness
- Music

Digital Marketing Intern

Aug, 2020 – Sept, 2020

2123 Recruiter Service Pvt. Ltd

During my tenure, I managed their social media presence by designing and uploading posts across Instagram, LinkedIn, and Facebook. My responsibilities included curating content and ensuring consistent engagement on these platforms, contributing to their overall digital marketing efforts.

Social Media Manager

July, 2019 – Nov, 2019

Gluttony

As a Social Media Manager, I handled Instagram, Facebook, and WhatsApp, focusing on organic engagement. Utilized WhatsApp broadcasts for outreach, addressed inquiries on Instagram DMs, and collaborated on social media calendars, ensuring effective customer interaction and issue resolution.

Sunny Fernandes
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May, 2024