

YASAR SHARIFF M , BCA, MBA

No. 21, EVP Santhosh Nagar Ramapuram Chennai – 600089
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Work Experience:

Timeline	Company Name and Address	Type
Oct 2019 - Current	Executive Assistant at Federation of Indian Export Organisations , Unit No 706, Spencer Plaza, 7 th Floor, 769, Anna Salai Chennai - 600002. Website: https://www.fieo.org/	Full-time
Aug 2018 - Sep 2019	Business Development Executive at Aarin Hospitality Private Limited , No. 172, Raahat Plaza Second Floor, Arcot Road Vadapalani Chennai – 600026	Full-time
Apr 2015 - Mar 2018	Associate at Confederation of Indian Industry , 98/1 Velachery Main Road, Guindy, Chennai - 600032., Website: http://www.cii.in/	Full-time
Feb 2010 - Apr 2015	Junior Merchandiser at Joe's Merchandising , No .9 . 3 rd Layout , Teachers Colony , Kolathur Chennai - 600099	Full-time

Academic Qualification:

Qualification	Awarding Body & Subject	Date	Class
M.B.A	Master of Business Administration at University Of Madras Navalar Nagar, Chepauk, Triplicane, Chennai, 600005. Website: https://www.unom.ac.in/	2012- 2014	First
B.C.A.	Bachelor of Computer Application , awarded by the University Of Madras through D.G. Vaishnav College, NO.833, Gokul Bagh, Poonamallee High Rd, Arumbakkam, Chennai-600106 India. Website: https://www.dgvaishnavcollege.edu.in/	2007-2010	First
H.S.C.C	Higher Secondary Course Certificate , awarded by the state Board of School Examinations through Leo Matriculation Higher Secondary School, Chennai – 600101, India	2006 - 2007	First

Areas of Work Experience:

Internal Communication: 8+ years of experience in working with internal stakeholders like senior management, other group companies, offices in other locations, company newsletter, organizing employee engagement activities, awareness campaigns, internal marketing & branding etc.

Event Management: 8+ years of experience in end to end event management from event conceptualization, budgeting and marketing promotions to operational delivery of the event. Played a pivotal role in 100's of events including TN Global Investors' Meet - Chennai 2015, Partnership Summit - Vizag, 2018, Excon India Bangalore - 2017, Food pro - Chennai,2017 , Logistics IETF- Delhi 2017 , Auto Serve – Chennai , 2016, Surface & Coating-Chennai,2016, India Expo International Show,2021 – (FOCUSING BANGLADESH , SRILANKA & NEPAL) AGRI CONNECT 2021(Focusing East African Buyers),Training Certification Programs, Internal Events such as the Diploma in International Trade Management(Certification course for six months) etc.

Public Relations: 8+ years of experience in corporate branding, brand positioning, identification of target audience / target markets, marketing, social media campaigns, liaison with media etc.

Government Relations: 8+ years of experience in liaison and co-ordination with several departments from Government of Tamil Nadu, Government of Andhra Pradesh (combined), Government of India etc.

Content Creation: 8+ experience in creation of content for newsletters, organization announcements, circulars and mailers, Industry reports, talking points for senior management, social media updates, planning and organizing internal and external video shoots, government notifications and correspondence letters, crisis communication etc.

References:

Will be disclosed upon request.
