



ANURADHA DESRAJ

RELATIONSHIP OFFICER

CONTACT

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Abu Dhabi, UAE

EDUCATION

2011 - 2013

GURU NANAK DEV UNIVERSITY,
AMRITSAR

- Master of Commerce

2008 - 2011

GURU NANAK DEV UNIVERSITY,
AMRITSAR

- Bachelor of Commerce
- Professional

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Basics)

PROFILE

I am a dedicated and result-oriented professional with a passion of building strong client relationships and delivering exceptional services. With a postgraduate degree from Guru Nanak Dev University, Amritsar, I bring a solid foundation of academic knowledge and commitment to continuous learning.

I am enthusiastic about the prospect of contributing my expertise to a dynamic team and leveraging my skills to support the growth and objectives of a forward thinking organization.

WORK EXPERIENCE

Mark AI Commercial Brokers LLC, Abu Dhabi 2023 - PRESENT
Relationship Officer - Credit Card Sales

- Actively prospecting and acquiring new customer through various channel such as Cold Calling, Referrals and networking. Identifying potential leads and converting them into credit card holders through effective sales techniques.
- Building and maintaining strong relationships with existing customers to ensure loyalty and repeat business. Conducting regular follow-ups with customer to gather feedback, assess satisfaction levels and identify opportunities for up-selling and cross-selling additional products
- Monitoring sales performance matrices such as sale revenue, acquisition rates, conversion ratio and customer retention ratio. Generating regular reports and analysis to evaluate the effectiveness of sales strategies and identifies areas of improvement

KPS Bal Bharti Public School 2013 - 2020
Teacher of Commerce

- Delivering lessons on topics such as economics, accounting principles, business management finance and marketing.
- Creating and grading assignments, tests and projects to evaluate students' understanding and progress
- Maintaining disciplines and creating a conducive learning environment
- Organizing or participating in extracurricular activities such as business clubs and field trips
- Keeping parents informed about students' progress and communicating effectively with all stakeholders.