

HIBA NASEER

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SUMMARY

Motivated and dynamic MBA graduate with a dual specialization in Marketing and HR, equipped with strong communication, interpersonal, and organizational skills. Adept at understanding consumer and employee behavior, using data-driven tools like Power BI, and building lasting relationships. Passionate about working in fast-paced environments that value empathy, strategy, and innovation.

EDUCATION

FISAT Business School	<u>Kerala Technological University</u>	<i>Ernakulam, Kerala, India</i>	2023-2025
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- Master's in business administration – HR & Marketing

ASSABAH arts and science college	<u>Calicut University</u>	<i>Calicut, Kerala, India</i>	2019-2022
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- BA English

INTERNSHIPS

- **Maruti Suzuki arena, Konnikara, Thrissur**

Completed an internship in human resource management.

SKILLS

- Strategic Communication & Negotiation
- Talent Engagement & People Management
- Marketing Strategy & Brand Engagement
- Critical thinking and Decision Making
- Resilience Under Pressure
- MS WORD | MS EXCEL | POWER BI | POWERPOINT

EXTRA-CURRICULAR ACTIVITY

TEAM LEADER IN THE NATIONAL SERVICE SCHEME – (NSS)

- Led a group of volunteers in a 2-week-long rural development camp.

FORUM Management Fest -PAN India

- Hosted & coordinated events during the forum management fest overseeing the engagement of 18 diverse college teams.
- Played a key role in securing sponsorships for the forum.

OTHERS / CERTIFICATIONS

- Became the school captain of the year and was awarded as the best disciplinary leader.
- Anchored, and coordinated various programs in college and society.
- Core member of entrepreneurship development club
- Certified digital marketing
- Certified soft skill development
- Certified in power B

LANGUAGES

- English
- Malayalam
- Hindi
- Tamil