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## Program Coordinator ~ Public Relations ~ Account Coordinator ~ Story Coordinator ~ Real Estate ~ Business Development

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Customer focused, highly successful with **15+ years' rich experience** in building relationships with key decision makers, seizing control of critical problem areas and delivering on customer commitments; major experience across all facets of Business Development, Strategic Management & Leadership, Real Estate Development, Project Management, Program Coordination and executing sales. Proven expertise in a wide range of real estate, sales, catering, administrative and office operations. Exceptional capabilities in developing and nurturing business relations with key clients to ensure regular and repeat business opportunities. Adept at mapping market dynamics to draw vital inputs to facilitate designing/realignment of marketing/sales strategies to combat competition and sustain leadership position. Exceptionally well-organized with a track record that demonstrates self-motivation, creativity, determination, commitment and initiative to keep learning and hence achieve both personal and corporate goals. Strong written and analytical skills. Computer literate.

### PROFESSIONAL VALUE OFFERED

Program Coordination	Real Estate Development	Corporate Planning	Account Coordination
Strategic Marketing	Budgeting/Recruitment	Turnaround Management	Brand Management
B2B Alliances/Joint Venture	Customer Service	Business Development	Public Relations/MIS
Regulatory Compliance	Contract Management	Catering/Administration	Team Leadership

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### PERFORMANCE MILESTONES

- Set and fine-tuned an excellent operational base which is ratified by a very high customer retention ratio, focused on productivity and operational efficiency translating into cost savings and bottom line improvement.
  - Conducted 'SWOT' analysis and utilized findings for designing customized strategies to enhance customer services.
  - Implemented the concept of MIS reporting to update the Management on regular basis.
  - Recognised as 'Single point of contact' for client inquires and requests.
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### CAREER PROGRESSION

**Owner/Real Estate Consultant,** [REDACTED], 2006 to 2008

- Accountable for coordinating real estate transactions, sales, and rentals.
- Pioneer in maintaining and updating document retention system and contact database.
- Efficiently liaised with Program Practices concerning commercial clearance issues and time restrictions.
- Geared the activities to monitor campaigns and ensure campaign delivery while managing campaign performance and make optimization.
- Gained invaluable experience in negotiating short sales, loan modifications, debt reduction and contracts management (commercial and residential).
- Key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.
- Acquired demographic data, sought rezoning, prepared proposal, negotiated contracts, and made presentation to regulatory bodies/agencies and community groups.

**Owner/Caterer,** Sister Sister Catering, Bay Shore, New York, 2001 to 2006

- Responsible for coordinating various programs, events and functions.
- Interfaced with customers to prepare menus, and produces large quantities of food, all phases of "black tie" catering experience.
- Designed & executed promotional plans to ensure cost effective reach to the targeted audience group. Created informative & promotional literature on products practices.

- Accomplished responsibility to sell and promote menu items to clients, and monitored Food service & Cleanup.
- Associated closely in structuring business process flow charts for smoother workflow and also recommended modification in organisation chart.

**Executive Administrative Assistant**, Window Tech, Deer Park, New York, 2005 to 2006

- Closely monitored office activities, managed and accurately processed customers, orders and payments.
- Judiciously handled and maintained executive's calendar, schedule travel arrangements and itineraries.
- Actively involved in building and maintaining excellent relations with various sections of media.
- Regularly prepared service related reports covering all vital activities information for onward submission to the top management.
- Developed and implemented many new ideas of administrative procedure for saving time.

**Owner/Provider**, ABC 123 Day Care, Bay Shore, New York, 2000 to 2005

- Assumed responsibility for planning and providing nutritional, educational, cultural, and social programs to five to ten children and also monitored developmental aspects of preschoolers.
- Proactively contributed in developing trips for holidays and special events, included planning and coordination of daily routine, travel and event schedules.
- Organized various training sessions for the team to enhance their performance.
- Planned and oversee organization's integrated marketing efforts using direct mail, e-mail, Website, newsletter, and public relations.

**Customer Service Representative**, Henry Schein, Melville, New York, 1999 to 2000

**Customer Service/Sales**, Atlantic Telephone

**Sales, Part-time Employment**, Mary Kay Cosmetics

**Owner/Caterer**, Macy's

- Meticulously handled a large volume of inbound and outbound calls.
- Pioneer in processing orders for medical, dental equipment, and pharmaceutical products, assisting clients with general and technical information.
- Actively involved with the sales team in planning, executing and monitoring the online advertising programs.
- Maintained strong cross-functional coordination for smooth performance of corporate affairs- related activities.
- Led centralized marketing efforts for all programs, products, and services, strengthening the association's brand, reducing costs, and increasing staff efficiencies.

**Receptionist/Manager**, LA Hair Studio, Brentwood, New York, 1996 to 1999

- Solely responsible for answering phones, scheduling appointments, greeting clients, and coordinating special salon events.
- Drove the initiative to manage capital purchases, direct vendor relations, generate and maintained product and equipment tracking record.

**Medical Secretary**, VA Medical Center, Northport, New York

- Responsible for scheduling appointments, billing patients, and compiling and recording medical charts, reports, and correspondence.

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## EDUCATION

- Pursuing Bachelor of Business Administration – Communication, University of Phoenix
- Legal Studies, Briarcliffe College, 2003 to 2004

## SCHOOLS ATTENDED

- Lee Strasberg Theatre & Film Institute, New York, New York – Method Acting
- Bob Collier's, New York, New York – Commercial Technique and Acting for Camera
- Ophelia DeVore, Charm and Modeling School