

ABHIMANEU K K

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PROFESSIONAL SUMMARY

Results-driven MBA graduate specializing in Marketing and Operations with a solid foundation in Business Administration. Proven expertise in hospitality operations, booking management, and supply chain logistics through hands-on experience at Xandari Resorts. Skilled in data visualization using Power BI and Tableau, with a strong commitment to improving operational efficiency and strategic marketing communication.

PROFESSIONAL EXPERIENCE

Marketing Intern

April 2025 – June 2025

Xandari Resorts (Muthoot Group)

- Managed end-to-end booking processes at the corporate office, ensuring smooth coordination across OTA, direct, and corporate channels.
- Developed and maintained a structured database of travel agencies using Excel to enhance operational efficiency.
- Provided prompt customer support by addressing inquiries and offering tailored travel guidance.
- Prepared and analyzed daily and weekly performance reports to support data-driven decision-making.

EDUCATION

Master of Business Administration (MBA)

2024 – 2026

Marian College (Autonomous), Kuttikanam

CGPA: 7.0

Bachelor of Business Administration (BBA)

2021 – 2024

Sahya Jyothi College, Kumily

CGPA: 7.04

Higher Secondary (CBSE)

2021

Montfort School, Anakkara

Percentage: 80%

PROJECTS

- Study on Tourist Perception:** Analyzed perception levels of Spice Tourism experiences in Idukki District.
- Marketing Practices Fieldwork:** Conducted a comprehensive study of marketing strategies at Xandari Resorts.

TECHNICAL & SOFT SKILLS

Technical Skills: MS Excel, MS Power Point, Power BI, Tableau

Soft Skills: Interpersonal Communication, Leadership, Coordination, Adaptability

Languages: English, Malayalam, Tamil

Certifications: Digital Marketing Strategy (Simplilearn), Microsoft Excel (Strategist), Logistics and Supply Chain Management (Leeshore Academy), Critical Thinking for Better Judgment and Decision-Making (LinkedIn)

ACHIEVEMENTS & POSITIONS HELD

- Food Department Head:** Managed the food department for the South India's biggest management fest, "CALIGO".
- Best Outgoing Student:** Awarded during undergraduate studies for exceptional overall performance.
- Budget Scanning Award:** Secured Second Prize at the Marian Institute of Management competition.