

# AMEETA JOHN CHELLADURAI

ameetasworld28@gmail.com | 9284923678

<https://www.linkedin.com/in/ameeta-john-chelladurai-2b045928b/>

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## SUMMARY

UGC NET qualified academic with a strong foundation in Marketing Management and a deep love for teaching and research. Committed to creating meaningful learning spaces that inspire curiosity and growth. Eager to contribute with sincerity, creativity, and compassion.

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## QUALIFICATIONS

**PhD Scholar in Marketing** 2024 - Present

MGMU's Institute of Management and Research

- Topic - Gamification and its Impact on User Engagement and Retention in Indian Mobile Payment Apps

**Master in Business Administration (9.30 CGPA)** 2022 - 2024

MGMU's Institute of Management and Research

- Specialization In Marketing.
- Dissertation on "The Impact of Visual Branding Identity on Consumer Perception, Recognition And, Memorability of Selected Cosmetic Brands".

**Bachelor in Business Administration (9.25 CGPA)** 2017 - 2020

KCES's Institute of Management and Research, Jalgaon

- Specialization In Marketing.
- Dissertation on "Gandhi Research Foundation's Rural Marketing, with reference to Collective Dairy Farm".

### Additional Certifications

- Fashion Styling Diploma- FAD INTERNATIONAL, Mumbai (2021-2022)
- Advanced Certification in UI UX Design - International Institute of Information Technology, Bangalore (Online, 2024)

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## EXPERIENCE

**Admissions Coordinator,** Dec 2024 - April 2025

**MGM University**

- Coordinated and executed outreach activities across 150+ schools, delivering impactful presentations to students and parents.
- Assisted faculty during academic sessions and events during the admission campaign.
- Managed data, scheduling, and student-parent communication with clarity and empathy.
- Supported academic counseling, skill development initiatives, and orientation modules.
- Collaborated on communication strategy and project planning for institutional outreach.

**Marketing Intern,** May - June 2023

**Butterfly Appliances**

- Conducted market research and competitor analysis to support campaign strategy.
- Aided promotional content creation and coordinated activation drives.
- Gained experience in consumer behavior analysis and campaign execution.

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## ADDITIONAL EXPERIENCE

**Fashion Styling,** Dec 2020 - March 2022

**Freelancer**

- Styled campaigns, curated looks for events, and collaborated with creative professionals.
  - Strengthened skills in branding, trend analysis, and audience engagement.
  - Translated creative industry experience into marketing and classroom insights.
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## SKILLS

- **Clear and engaging communication:** I can effectively convey complex ideas and information in a clear, concise, and engaging manner. My comfort in speaking in English and Hindi also aids in my communication.
- **Interpersonal skills:** I like to build connections with colleagues, staff and most importantly the learners. My interpersonal skills allow me to collaborate effectively and create a supportive environment.
- **Efficient organization:** I am highly organized and able to manage my time effectively. This allows me to balance responsibilities and meet deadlines.
- **Innovative thinking:** I have a creative mind and enjoy exploring new ideas and approaches. This creativity helps me develop engaging and memorable presentations.
- **Perseverance and resilience:** I possess the patience and perseverance to overcome challenges and setbacks.
- **Empathy:** I empathise with others, which enables me to understand their needs, concerns, and motivations.
- **Learner Mindset:** I am committed to staying updated on the latest developments in my field through ongoing research and reading.
- **Technical Skills:** I am comfortable using a variety of educational technology tools and platforms. This allows me to create engaging and interactive learning experiences for my students.

By leveraging these skills, I am confident in my ability to excel as a teacher and make meaningful contributions to the college's educational goals.

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## TEACHING & RESEARCH INTERESTS

- Teaching: Marketing, Branding, Consumer Behavior, Digital Strategy
- Research: Gamification, Engagement Strategy, Visual Identity, User Psychology

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## LANGUAGES KNOWN

- English
  - Hindi
  - Tamil
  - Marathi
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