

# SHUGINA KUNJIKANNAN



## About Me

I am a hard working and honest person. I am a good timekeeper, friendly, humble, helpful and have a good sense of humour. I am able to work independently in busy environments and also within a team setting. I am dedicated and open-minded. I get across to people and adjust to changes with ease. I believe that a person should work on developing their professional skills and learning new things all the time. I have more than 15 years of working experience in the customer oriented industry. Currently, I am looking for new opportunity for career growth.

## Skills

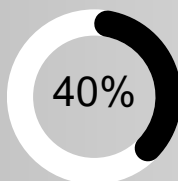
- Communication
- Positivity and Warmth
- Attentiveness
- Willingness to Improve
- Decision Making
- Adaptiveness
- Negotiation
- Visionary
- Critical Thinking
- Sales and Marketing
- Leadership
- Time Management

## Language

English

Bahasa Malaysia

Tamil



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<https://theinfiniteuniverse.xyz/>

## Education

### Master of Corporate Communication

Open University Malaysia

Expected finish on May 2027

### Diploma in Nursing

Segi University College, Malaysia

## Experience

### **TDCX Singapore (Singapore Airline)**

#### **Customer Service Officer - Ticketing & Reservation**

**May 2024 - Present**

- Deal with customer inquiries and reservations
- Provide customers with information regarding flight schedules, fares, and connections
- Issue tickets, boarding passes and other travel documents.
- Help passengers with check-in procedures, baggage handling and special needs
- Assist customers with problems that may arise during travel
- Process ticket changes and refunds
- Assist in other duties such as scheduling flights and handling customer complaints

### **M1 Limited**

#### **Customer Service Officer**

**December 2022 - April 2024**

- Manage incoming calls and handle customer service inquiries.
- Identify and assist with customers needs to achieve satisfaction.
- Handling escalation calls.
- Training newbies
- Achieving KPI, NPS, AHT, Adherence

### **RHB BANK BERHAD**

#### **Assistant Sales Manager**

**July 2017 – July 2022**

- Solicit and promote sales of Personal Financing (PF) product to achieve business KPIs
- Deliver superior customer experience
- Assist Sales Manager in guiding Sales Consultant on credit related matter
- Assist Sales Manager in follow up issues post approval
- Solicit and promote sales of PF products
- Achieve individual sales targets and contribute towards to achievement of Group targets
- Prepare and pro-actively execute sales plans using internal marketing as well as self-generated leads
- Cross selling of other retail banking such as ASB, PF-i, Credit Cards and etc.
- Ensure high standard of customer experience in line with the quality and standards set by the Bank
- Ensure compliance to the policies and procedures set by the Bank
- Protect the image and brand of the Bank

## Experience

### **JAYES ONE STOP AGENCY**

#### **Marketing Manager**

**March 2021 – December 2021**

- Created website, to promote professional branding. Utilized Wordpress, cPanel, Elementor.
- Created domain emails for the organisation.
- Managed budgets, allocating funds strategically towards high-impact initiatives that supported overall business goals.
- Boosted sales performance through the creation of engaging promotional materials and targeted advertising strategies.
- Increased brand awareness by developing and implementing strategic marketing campaigns.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Managed social media accounts for optimal audience engagement and increased online presence.
- Developed and implemented marketing strategies to use for launches, rebranding campaigns and promotions.
- Optimized website content for improved search engine rankings and increased web traffic.
- Created and managed social media campaigns to increase brand engagement. Utilized Facebook and Instagram advertisements (Meta Business Manager).

### **AMBANK (M) BERHAD**

#### **Bancassurance Specialist**

**May 2014 – March 2017**

- To promote banca products under Ambank
- To cross sell Personal Loan, Asb Loan, Mortgage Loan, Credit Card, and Fixed Deposit.
- Prepare monthly marketing plan
- Bring up sales to the bank
- Approach and acknowledge customer on Ambank latest promotion

### **SCICOM (MSC) BERHAD**

#### **Telesales Executive, Singtel Project**

**December 2011 - April 2014**

- To promote Telco products
- Ensure achieve sales targets and KPI
- To manage the customer's needs accordingly
- To assist customers issue

## **Additional Skills - System**

- . CRM
- . SALES FORCE
- . AMADEUS
- . CEM
- . MARMS
- . Telesmart
- . GWD
- . WEB+
- . Adobe Photoshop
- . Wordpress
- . cPanel
- . Elementor

## **Reference**

**M. Kasthuri**  
**TDCX Singapore**  
**Senior Manager**  
**+65 9699 2946**