

## Contact

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## Top Skills

Organization Skills  
Talent Management  
Business Acumen

## Languages

Marathi (Native or Bilingual)  
Hindi (Full Professional)  
English (Full Professional)

## Certifications

FASTFORUM - Driving Company  
Culture  
AQMEN365 - Employee Wellbeing &  
Assistance Forum  
Usui Reiki Master  
Fundamentals of digital marketing

# Rohini Khedekar- Paralkar

People Operations Business Partner  
Dubai, United Arab Emirates

## Summary

- Ability to withstand pressure, Multi-task and respect deadlines.
- Proven Ability to interface with different hierarchies and key decision makers in target organizations.
- Exceptional Communication skills with demonstrated success building relationships with key accounts
- Excellent team player along with virtues of hard work and team spirit

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## Experience

### Confidential

People Operations Business Partner  
December 2023 - Present (1 year 6 months)  
Dubai, United Arab Emirates

### Secondpass Global

Director  
October 2022 - July 2023 (10 months)  
Dubai, United Arab Emirates

Collaborate with MD in setting and driving organizational vision ,operations strategy, and hiring levels

Translate strategy into actionable steps for growth, implementing organization-wide goal setting, performance management, and annual operations planning

Maintain excellent Partner & Government relations in over 20 countries SG programs are offered in

Oversee company operations and employee productivity, building a highly inclusive culture that ensures team members can thrive and that organizational goals are met

Ensure effective recruiting, onboarding, professional development, performance management, and retention

Ensure compliance with national and local business regulations and take appropriate action when necessary

Maintain & Improve highest level of Client Satisfaction

Research & Implement Automation & Industry Best Practices

## Enhance existing Products & Procedures

### Responsibilities

Analyze internal operations and identify areas for process enhancement  
Implement business strategies and plans that align with the shorthand long-term objectives

Oversee operations, HR, and accounting, and partner with MD in sales management so that sufficient investment capital can be budgeted for near-term growth targets

Manage capital investments and expenses aggressively to ensure that the company achieves investor targets for growth and profitability

Monitor performance with tracking software and take corrective measures when necessary, and prepare detailed updates and forecasts

Build and maintain trusting relationships with key customers, clients, partners, and stakeholders

### Alert HR International

#### BD and Recruitment consultant

December 2021 - September 2022 (10 months)

Dubai, United Arab Emirates

Recruiting for various roles across various industries which includes healthcare, education, manufacturing, hospitality, IT etc

Involved in new client acquisition and account management for the new acquired clients

Currently working in the MENA region extensively

### Knight's Court Real Estate

#### HR and Marketing Manager

March 2013 - March 2015 (2 years 1 month)

United Arab Emirates

Oversee the full cycle of recruitment including sourcing suitable candidates and conducting the screening process

New hire orientation

Maintaining employee records

Organize staff events and activities, Birthdays and team building activities

Advise the senior management on staff training and development requirements

Managing the telemarketing team for lead generation

Set monthly and weekly targets for the telemarketing team

Improvise efficiency of the team through various rewards and recognition plans

Use the database for cold calling and prospecting

Design and implement affiliate partnerships where needed and applicable for the brand.

Develop a strategic marketing plan to meet goals and objectives of company.

Develop and maintain marketing budgets.

Plan and coordinate the marketing of current marketing campaigns.

Develop and coordinate production of marketing and promotional materials and programs including but not limited to print, electronic media, direct mail, and signage.

Managing the social media activities like Facebook, LinkedIn

Develop plans, programs and promotions to improve market penetration and meet corporate objectives.

Coordinate and manage market research and competitive analysis and preparing reports as needed.

Assists with development and maintenance of consistent corporate image throughout all

marketing and promotional materials and product lines.

## Wavextouch

Sales and marketing co-ordinator

February 2010 - January 2013 (3 years)

Dubai, UAE

Primarily responsible for Interactive White board sales to dealers

To take and process order requests from customers. Actively seek the conversion of inquiries to orders and act in a customer service role between the company and the customers

To handle sales augmentation (Invoices/PO's)

Co-ordination with logistics and documentation for shipments

Client Relationship

To communicate with the sales team for status of order and position of sales

To prepare proposals, agreements, sales reports and presentations

To be responsible for accurate and timely issue of Proforma invoices to the customers as required

To process inquiries by phone, fax, email and personal visits in relation to the company business

Cross – selling other products to the existing customers

Global InnovSource Solutions Pvt. Ltd

## Business Development Manager

January 2007 - May 2009 (2 years 5 months)

Worked in conjunction with the management team to provide cost effective quotes for potential business opportunities to satisfy customers and meet organizations financial objectives.

Responsible for meeting individual as well as team revenue targets.

Ensure effective Coordination among the necessary departments to achieve timely delivery of projects

Prepare Tailor made presentations as per the client requirements

To identify objectives, strategies and action plans to improve short and long term earnings.

Review the general process to ensure a quality product and service delivery to the customer.

Bagged an important account in Q2 to be serviced PAN India with a potential of approx. 2000 numbers against a yearly company target set at 8000 numbers.

Q4 bagged a major Broking Client to be serviced PAN India with a ramp-up of 1500 numbers.

Bagged major strategic accounts in the BFSI, Media & Entertainment verticals.

Played a key role in converting competitor accounts in the region into PAN India accounts for the Company.

Was able to develop and nurture solid relationships with the acquired customers thus ensuring continuous business from them.

## GEP Worldwide

### Business Development Executive

July 2005 - January 2007 (1 year 7 months)

Responsible for developing database for streamlined lead generation.

Cold Calling activity. Develop a complete understanding of the customers for the supply chain solutions (eRFX, eSuppliers, eAuctions, eSpend, eContract). Understand the requirements of the customer and map it to the available products of the organization or to the expertise and skills within the organization.

Successfully surpassed the gatekeepers at the Clients' end to reach key decision makers.

Innovative Market intelligence activities for the sector to identify clients and needs.

Met with the business targets to set up web demos for the prospective clients.

Highly involved in the RFP and RFI completion.

Strategize effectively to create new customers on a continuous basis.

## Wipro BPO

Customer Service Associate

April 2003 - March 2005 (2 years)

Attending Inbound Customer Queries for Capital One (US) Credit Card Customers. Cross Selling of Insurance and Credit Protection.

Over Achieved the target of selling Protection plan and credit inform to inbound customers on a daily basis

Won a certificate of excellence ranking 3rd in the whole process of over 2000 plus employees for over achieving during the 3rd quarter of 2003.

Consistently ensured the CSAT & quality scores were above the required target.

Ability to handle complaints calmly with unpleasant customers.

Successfully mentored & visibly increased productivity of the new team members across the floor.

Work closely with the teams to improve the process layouts.

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## Education

Mumbai University

Master's degree, Commerce · (2004 - 2005)

Mumbai University

Bachelor of Commerce (B.Com.), Commerce · (1998 - 2003)