

S JOYS

Assistant Professor

Assistant Professor | Firebird Institute of Research in Management, Coimbatore

Coimbatore, India • Email: joys@firebird.ac.in

PROFILE SUMMARY

Focused academic professional currently serving as Assistant Professor – Marketing at Firebird Institute of Research in Management, Coimbatore, with demonstrated engagement across Sales and Marketing, Logistics and Supply Chain, Human Resources, and International Business. Brings steady communication skills, structured problem-solving ability, and genuine interpersonal strength to classroom, committee, and peer-engagement settings. Committed to institutional growth through reliable contribution over time.

CAREER PROFILE

Assistant Professor, Marketing | Firebird Institute of Research in Management, Coimbatore

Aug 2026 - Present

- Handling Employability Skills and PEP (Personality Enhancement Program) skills training for students.

Assistant Professor | Atria Institute of Technology

2025-2026 (Academic Year)

- Responsible for academic growth of students in digital marketing and consumer behavior.
- Handling departmental-level activities and website management.
- Mentoring students on research projects and industry readiness.
- Guided 3 societal projects and 3 major projects.
- Subjects Handled: Digital Marketing | Sales & Retail Management | Consumer Behaviour | Services Marketing | Logistics Management | Entrepreneurship Development | Design Thinking for Managers

Business Development Manager | SBI Cards

May 2025 - Oct 2025

- Responsible for credit card sales and customer relationship management.
- Handled customer queries in bank and maintained long-term client relationships.
- Achieved sales targets consistently through strategic client engagement.

English Teacher | Senthil Public School, Salem

2022 - 2023

- Managed and taught over 160 students across grades 3-8.
- Collaborated with team members and external resource persons.
- Handled internal and external communications effectively.

Personality Development & Communication Coach | Kaizen English Academy, Chennai

Apr 2023 - Aug 2023

- Coached 60+ adults from Dubai, Singapore, London and Tamil Nadu.
- Handled all age ranges from 6 to 45 years.
- Tools Used: Excel, MS PPT, MS Word, Google Meet, Zoom Meet.

FREELANCE PROJECTS

Digital Marketer | Victoria Paints, Kannur

2024 - 2025

- Developed website and blog pages officially.
- Managed and overviewed launched campaigns for proper output.

- Analyzed social media campaign results and optimized strategies.

Digital Marketing Intern | Akoobooks, Ghana, West Africa

- Contributed digital marketing strategies for an audiobook company.
- Collaborated with international teams across different time zones.
- Managed online campaigns and content marketing initiatives.

EDUCATION

- Ph. D (Pursuing) — Karunya University (2025 Registered)
- MBA, CGPA: 9.55 - Rank Holder — Karunya University (2023 - 2025)
- Bachelor of English Literature — Ethiraj College of Women (2019 - 2022)

SKILLS

Technical Skills: Digital Marketing, Consumer Behavior, Project Management, CRM & Zoho HRM, Credit Analysis

Tools: Power BI & SPSS, MS Office Suite, Canva, Tora

Languages: English (Advanced), Tamil (Native)

CERTIFICATION

- Research Methodology (IIMB) - 2026
- Digital Marketing Pro Course (Pursuing) - 2026
- Basics of Digital Marketing - 2024