



# SIMRAN SHAW

## EXECUTIVE ASSISTANT CUM CRM

### CONTACT

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DoB 17.04.2002

### EDUCATION

2019 - 2020

DIPLOMA IN HOSPITALITY

- Customer Service
- Travel Management
- Front office

2020-2023

SOUTH CITY COLLEGE

- Accountancy and Business management

### SKILLS

- Executive & calendar management
- CRM operations & customer engagement
- Professional verbal & written communication
- Lead tracking, follow-ups & coordination
- Front office operations & call handling
- Invoice coordination & GST compliance
- Data management & reporting
- Task prioritization & multitasking
- Confidentiality & discretion

### LANGUAGES

- English
- Hindi
- Bengali

### PROFILE

Results-driven Executive Assistant with strong CRM expertise, experienced in managing executive calendars, communication, and confidential documentation while overseeing customer relationship management, lead tracking, and follow-ups. Adept at coordinating with cross-functional teams, ensuring accurate reporting, billing compliance, and smooth day-to-day operations. Known for discretion, organization, and the ability to streamline workflows to support leadership efficiency and customer satisfaction.

### WORK EXPERIENCE

- **Innovative Homes** JAN 2025 - PRESENT  
CRM cum Executive Assistant
  - Handled end-to-end CRM operations including customer coordination, follow-ups, and reporting.
  - Acted as a trusted executive partner, handling scheduling, correspondence, and administrative operations.
  - Managed executive priorities, meetings, and communication while maintaining confidentiality and efficiency.
- **Lovelock Residency** Oct 2022 - Dec 2024  
Front office cum Executive Assistant
  - Managed executive schedules, meetings, and correspondence, ensuring seamless day-to-day operations.
  - Oversaw front office operations, including visitor handling, calls, appointments, and professional reception management.
  - Coordinated with internal teams and maintained records, reports, and confidential documentation.
- **Howard Johnson** June 2020 - Sep 2022  
Front office executive
  - Managed front office operations, including reception, visitor handling, and phone/email correspondence.
  - Scheduled appointments and coordinated meetings, ensuring smooth communication between clients and internal teams.
  - Maintained records, billing, and documentation, ensuring accuracy and professionalism in daily operations.

### HOBBIES

- Listening to music
- drawing
- Interacting with people