**Career Objective:** Looking for a career whereby I will be able to satisfy the need of an organization and further enhance my professional skills.



**Core Competencies:**

* Relationship Management
* Client Management and Business Development
* Team Building and Management
* Product Development and management
* General Management Skills
* Brand Marketing
* Marketing Research and Strategy

**Organisational Experience:**

**Designation: Senior Marketing Relations Executive**

**Duration: 10th August 2019- Present**

**Job Role:**

**•** Identify product portfolio and make target markets for developing relations with the new clients

• Gain product market share in a prescribed area by working with the marketing head to develop product sales strategies

• Provide market promotion information for management by preparing short-term and long-term product marketing analysis

• To develop brand positioning through various media channels and build various innovative ideas which can help the clients to attract

• Daily tracking of the reports generated by the promotional activities that helps to analyze the performance of the campaign

**Company Name: BHARTI AIRTEL LIMITED**

**Designation: Relationship Manager**

**Duration: 12th June 2015-6th August 2019 (4 years 1 month)**

**Job Role**:

* Creating a strong relation with the customers through CRM software
* Supervising the feedbacks through various channels of marketing
* To conduct various promotional activities in Airtel branches as well as outside campaigning
* Conduct ATL and BTL activities in a specified region
* Marketing and Promotion of Airtel products and making innovative ideas about New Product Development
* To do team management and drive the workforce through a set of data

**Company Name: COUNTRY CLUB INDIA LIMITED**

**Designation: Marketing Executive**

**Duration: November 2014-March 2015 (4 months)**

**Job Role:**

* Promoting about Holiday packages, Club memberships, organizing event.
* Managing existing customer base through providing service to them and carry out marketing activities.
* Maintaining fruitful relation with customer base and arranging conferences to inform about new services to help the sales team.

**Internship Project**:

**Organisation Name: SHREE BAIDYANATH AYURVED BHAWAN PRIVATE LIMITED (November 2013 – January 2014)**

**Project Title: A complete survey on BAIDYANATH RHUMA OIL in terms of consumer awareness & competitors offerings in the Kolkata market.**

**Details:** Day to day survey of every corner of shops in Kolkata regarding the market competency and promotion about the product. Market research about the RHUMA OIL in respect of product pricing and placing and also monitor about visual merchandising.

**Educational Qualification:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Degree** | **Institution** | **Board / University** | **Special Subjects** | **Year** | **Aggregate %/ CGPA/Grade** |
| 10th/ Madhyamik | Jadavpur High School | W.B.B.S.E. | - | 2007 | 67.0% |
| 12th/ Higher Secondary | Jadavpur High School | W.B.C.H.S.E. | Commerce | 2009 | 72.0% |
| B.Com | Heramba Chandra College | Calcutta University | Accountancy & Finance (Hons.) | 2009-2012 | 54.75% |
| PGPM | Unitedworld School Of Business | Annamalai University | Marketing (Major) & Retail ( Minor) | 2013-2014 | 6.30/9 |

**Technical Qualification:**

* Completed Advance Diploma In Financial Accounting.
* Completed NHIP Training in AIRTEL certified by Bharti Centum Limited.
* Attended Digital Marketing workshop organized by **Indian School Of Ethical Hacking (ISOEH).**
* **Appearing for Advanced Digital Marketing Course. Expected Completion Date: NA**

**Achievements:**

* Have participated in **Debate Competition** held by United World School of Business.
* Participated seminar of **NASSCOM ENCLAVE 2014** about Indian trends on IT Marketing and Young Entrepreneurs.
* Successfully awarded the position of **4G Champ** (most dedicated person for 4G service).
* Awarded as a Conversion Achievement.
* Awarded also 3 times consecutive achievements on 100 % audit parameters.

**Extra-CurricularActivities:**

* Hobbies: Listening songs, Watching movies, Internet surfing.
* Interests about Blogging.

**Personal Details:**

* DOB: 02/09/1991
* Gender: Male
* Marital status: Single
* Father’s Name: Deba Prosad Banerjee
* Father’s occupation: Retired
* Mother’s name: Sima Banerjee
* Mother’s Occupation: Housewife
* Address: 126/4, Bikramgarh, Jadavpur, Kolkata-700032

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(INDRAJIT BANERJEE)