**RAINA BHAUMIK**

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JOB OBJECTIVE

* Seeking a challenging position to enhance my working capacities, professional skills, business Efficiencies and to serve my organization in best possible way with sheer determination and commitment with innovation and new ideas.

PERSONAL TRAITS

* Adaptive to new Methodologies, a quick learner with a strong appetite of self improvement
* Self-Motivator, Positive Attitude, Determined, Dedicated, Cheerful and Calm.
* Good Communication.

PROFILE SUMMARY

* Experience in Email Marketing of Tracxn Platform to the Global Customers.
* Experience providing Demo to Global Customers on the various service that Tracxn offers on its platform.
* Experience in process flows related to Demo Closures and Client On boarding.
* Experienced in organizing Corporate camps across India
* Having Certification and hands on Experience on Digital Marketing
* Hands on Experience in SEO, SEM,SMM
* Experienced in leading sales camp teams across Corporate sector
* Experience in Generating revenue and maintaining the overall sales data across Bangalore
* Experienced in B2B Sales and Marketing of Payment Solutions such as EDC Machine ,POS Machines
* Experienced in Marketing and Sales for Value Added Services.
* Experienced in Cold Calling for lead generations
* Experienced in Managing Sales Report for Karnataka
* Experience on MIS Updates and related reports
* Worked as a summer INTERN in Berger Paints
* Worked as a winter INTERN in Pantaloons Retail

EMPLOYMENT DETAILS

* **Company : TRACXN TECHNOLOGIES LTD.**
* **Position : BUSINESS DEVELOPMENT MANAGER**
* **Period : SEPTEMBER 2021 – To Present**
* **Company : WAKEFIT**
* **Position : ASSITANT MANAGER CORPORATE ALLIANCE**
* **Period : JANUARY 2021 – AUGUST 2021**
* **Company : BIGCITY PROMOTIONS**
* **Position : PARTNERSHIP AND ALLIANCE MANAGER**
* **Period : JANUARY 2019 – JANUARY 2021**
* **Company : LENSKART.COM**
* **Position : CORPORATE SALES OFFICER**
* **Period : SEPTEMBER 2018 – DECEMBER 2019**
* **Company : INDIA TRANSACT SERVICES LTD (AGS TRANSACT TECHNOLOGIES)**
* **Position : AREA SALES OFFICER**
* **Period : NOVEMBER 2017 – APRIL 2018**

CERTIFICATIONS

* **Fundamentals of Digital Marketing**
* [**Google Ads Display Certification**](https://skillshop.exceedlms.com/student/path/18061-google-ads-display-certification)
* **Google Ads Search Certification**
* **SEO Certified**
* **Fundamentals of SEM**
* **SMM Certified**

SKILLS

* + **Leadership**
  + **Adaptable**
  + **Team Player**
  + **Creative**

WORK EXPERIENCE

BUSINESS DEVELOPMENT MANAGER (Tracxn Technologies)

* Involved in email marketing of Tracxn Platform and its related services to the potential Global Customers
* Involved in scheduling Demo’s for the interested Customers
* Responsible in organizing and providing demo’s to the potential Customers across the Globe.
* Responsible in Closing and on boarding the Customers.

ASSITANT MANAGER CORPORATE ALLIANCE (Wakefit)

* Involved in Promotional activities by organizing online Campaigns across PAN India
* Involved in organizing Webinar Session across various Corporate thereby promoting company products and increase revenue
* Responsible in maintaining daily Reports related to various different online Campaigns.

PARTNERSHIP AND ALLIANCE MANAGER( Big city Promotions)

* Involved in Promotional activities by organizing Campaigns for Well Known Brands which includes brands Like MAX , HDFC (Smartbuy),different 5 star hotels and resorts.
* Involved in Marketing of BIZPRIME across PAN India which is our inhouse product there by increasing the brand value of our product.
* Responsible in maintaining daily Reports related to various different Campaigns.

CORPORATE SALES OFFICER (Lenskart.com)

* Involved in Marketing of Lenskart’s product across Corporate Sectors specifically the IT MNC’s by organizing one on one meetings with the concerned person across Pan India
* Responsible for leading Camp sales team across Bangalore
* Responsible for maintaining the overall Camp Sales Data for entire Bangalore Region and reporting it to the higher management on a daily basis
* Responsible in generating Revenue for Lenskart by providing Self sources camps across Bangalore

AREA SALES OFFICER (India Transact Services Ltd)

* Involved in selling EDC machines and POS machines to the mid sized merchants within Bangalore
* Involved in creating awareness of VAS products to the Super Markets, Spas, Salons and GYMs and to sell them
* Generating sales reports for the entire Karnataka Team thereby minimizing the number of report rejections
* Involved in cold calling thereby generating leads for the VAS products and the EDC machines
* Currently involved in updating MIS sales report for the company

**INTERNSHIP EXPERIENCE**

SUMMER INTERN (Berger Paints)

* Evaluating satisfied and dissatisfied customers of express painting and developing market strategy for better service.
* Knowing the views of customers who have taken the service versus who have not taken the service. Suggesting ideas for betterment of express painting service.
* Visiting customers personally and taking their feedback.

WINTER INTERN (Pantaloons Retail)

* Involved in “Green Card Loyalty Management”
* Pitching customers to apply for green cards and registering it in the company software.
* Underwent training of basics of Space on Hire.

ACADEMIC SNAPSHOT

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| **2018** | **PGDM (Sales & Marketing)** | **55.00%** | **Pune Institute of Business Management** |
| **2016** | **B.Com** | **45.00 %** | **CALCUTTA UNIVERSITY** |
| **2012** | **Class XII** | **57.00 %** | **ST.Thomas’ Girls’ School Kolkata** |
| **2010** | **Class X** | **70.20 %** | **ST.Thomas’ Girls’ School Kolkata** |

PERSONAL DETAILS

* Nationality : Indian
* Language Known : English, Bengali, Hindi
* Date of Birth : 24-december-1993
* Current Location : Bangalore
* Marital Status : Single
* Hobbies : Travelling, Reading books, Listening to Music, Singing
* Permanent Address: 7,Satya Doctor Road

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