Loo



**Skills:**

* Business & Strategic Planning
* Data Analysis
* Presentations
* Problem Solving
* Creative Approach

**Exposure to:**

* SPSS
* Microsoft Office(PPT, Word and Excel Projects)
* Prowess
* Capital line

27, Lansdowne Terrace,

Kolkata-700026

Mob: +91-9836311377

Email: [snehadasgupta162@gmail.com](mailto:snehadasgupta162@gmail.com)

LinkedIn: in.linkedin.com/pub/snehadasgupta/45

**Objective**

To work and grow in a challenging business environment that encourages learning and creativity, where I can explore and utilize my skills and knowledge in the best possible way to achieve personal & professional goals.

**Work Experience: 12 months**

**Reliance HR Services Private Limited**

**Designation:** Business Development Executive

**Duration:** April’2015 to Present

**Job description:**

* Looking for prospective customers to pitch various telecom products offered by the company in the post-paid domain.
* Generating leads from various sources and converting them into customers.
* Achieving the target fixed for the particular time frame.
* Strategizing and preparing a Plan of Action for the upcoming month.
* Reporting to an Associate Manager about the progress made on a daily basis.

**Strengths:**

* Responsible
* Positive thinking
* Adaptable
* Perseverance
* Team player
* Diligent

**Hobbies:**

* T-Shirt Painting
* Wall Painting
* Cooking
* Reading
* Singing
* Handicraft
* Learning new things

**X5Retail**

**Designation:** Resident Manager

**Duration:** September’2014 to January’2015

**Job description:**

* Looking for investors in Kolkata for a Spanish line of clothing called Vinegar.
* Coordinating with various Mall managements in Kolkata to float the concept of “Art and Craft Baazar”, which is a premium exhibition promoting various art and culture of India.
* Successfully executing a number of such events in Forum Mall and Mani Square Mall over the tenure.
* Starting from creating a database of exhibitors to booking exhibitors, coordinating with the Mall Management to smoothly executing all the logistics.
* Coordinating with Reliance Trendz store managers in the Eastern Zone outlets for X5Retail’s line of digital printed bags called “Masakali”.
* Managing “Masakali” stalls in various “Art and Crafts Baazars”.
* Collecting revenues from various exhibitors and preparing reports on the same.

**Carevel Medical Systems Pvt Ltd., Shahibabad, Uttar Pradesh**

**Designation:** Territory Manager (Kolkata)

**Duration:** March’2014 to September’ 2014

**Job description:**

* Selling the company’s products & services utilizing a structured sales process.
* Identifying customer needs as an important part of the selling process.
* Developing a progressive, long-term, referral generating relationship with the customers.
* Presenting and implementing new marketing programs within the assigned territory.
* Effectively networking with healthcare professionals, institutions, community agencies, key trade associations, and specific manufacturers to promote our clients value proposition.
* Constructing a quarterly business plan.
* Developing territory, market penetration and sales execution strategies to consistently attain and exceed goals.

**Summer Internship Project**

* Interned at IFB Industries Home Appliances Division as a Marketing Trainee in Kolkata.
* Project: Analysis of Air Conditioning Market in Split AC in the residential cooling segment.
* Duration: 15th April, 2013 to 15th June, 2013

**Academic Projects**

* Project on Ratio Analysis of 5 years Annual Report of Tata Global Beverages Limited
* Project on rejuvenating the brand “Boroline”.
* Project on various popular products discontinued by Google.
* Project on exporting Basmati Rice to Belgium, its market and feasibility of the project.
* Project on establishing and launching a retail chain of fashion footwear.
* Project on launching Ikea in India.
* Project on how Kali Mark, a popular South Indian soft drink company, captured market share among multinationals.

**Education Qualification**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Degree/ Certificate** | **%/CGPA** | **Institute (University)** |
| 2012-14 | PGDM(Marketing) | 5.86 | Institute of Management Technology, Nagpur |
|
|
| 2009 | B.Com(Honours) Accountancy | 68 | Sivanath Sastri College |
|
| 2006 | WBHSC | 67.5 | Ballygunge Shiksha Sadan |
|
| 2004 | ICSE | 82.6 | Dolna Day School |
|

**Extracurricular Activities**

* Initiated Village Empowerment Program as CSR activity at IMT N, Successfully carried out Plantation Drive “En‐Tree‐ Preneur” at Dorli, a nearby Village near IMT, Nagpur.
* Participated in many inter and intra college Management events, competitions and workshops.

**Personal Information**

**DOB:** 17th October, 1987

**Gender:** Female

**Nationality:** Indian

**Language known:** English, Hindi, Bengali

**Declaration**

I hereby declare that the information & facts furnished above is true to the best of my knowledge & belief.

Date: 30th April, 2015 Sneha Das Gupta

Place: Kolkata