

Rumita Dey

CONTACT

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Bengaluru, Karnataka

SUMMARY

Analytical and results-driven professional with hands-on experience in B2B SaaS sales and client engagement. Skilled in managing lead pipelines, executing outreach campaigns, and tracking engagement using CRM and automation tools like Apollo and HubSpot. Comfortable with Google Workspace for coordination and reporting, with a solid understanding of pricing strategies and client negotiations. Experienced in conducting product demos, nurturing prospects through follow-ups, and ensuring smooth client onboarding. Strong communicator with a consultative approach, focused on building relationships and driving growth.

EDUCATION

BBA – Branding & Advertising Specialization
Mount Carmel College Autonomous, Bengaluru
Expected Graduation: 2026 | CGPA: 8.15 (Till 4th Sem)

HSSLC (12th) – Commerce
St. Anthony's Higher Secondary School, Shillong, Meghalaya | State Board | Year: 2023 | 86.6%

SSLC (10th)
Mawprem Modern Higher Secondary School, Shillong, Meghalaya | State Board | Year: 2021 | 77.5%

EXPERIENCE

Internship

Marketing Intern – Coral Radiance(AuditZen) | [August - October 2025] – Present

- Managed lead sourcing and segmentation using Apollo, Clay, and Levity AI to identify and categorize B2B clients.
- Executed LinkedIn, email, and webinar campaigns to engage prospects and generate qualified leads.
- Conducted market and consumer research to understand audience behavior and pricing insights.
- Practiced using the AuditZen platform end-to-end to create content, explore features, and gain product knowledge.
- Coordinated product demos and client follow-ups via Calendly and Zapier, ensuring smooth client communication and engagement.
- Supported social media planning and brand messaging for consistent visibility and audience reach.

Academic Achievements

- Led event planning and execution, coordinating tasks, reaching out to speakers and vendors, and ensuring timely delivery while managing stakeholder expectations.
- Developed brand strategies for classroom projects, leveraging audience insights, trend research, and messaging frameworks to create targeted communication.
- Assisted in social media and mock campaigns, including Google Ads and YouTube Ads, analyzing engagement to optimize content and strategy.
- Collaborated on association initiatives, contributing to content planning, brainstorming sessions, and cross-functional coordination to support successful campaigns.

SKILLS

Technical Skills:

- B2B Lead Sourcing & Segmentation (Apollo, Clay, Levity AI)
- Multi-Channel Outreach (LinkedIn, Email, Webinar Campaigns)
- CRM & Pipeline Management (HubSpot, Calendly, Zapier)
- Audience, Market & Competitor Research
- Social Media Content Planning & Coordination
- Product Knowledge & Platform Familiarity (AuditZen SaaS)
- Google Workspace (Docs, Sheets, Slides)

Soft Skills: Communication & Client Interaction, Teamwork & Cross-Functional Collaboration, Analytical & Data-Driven Thinking, Problem Solving & Adaptability, Time Management & Task Prioritization, Proactive & Feedback-Oriented, Attention to Detail & Organization

CERTIFICATIONS

Digital Marketing, Acmegrade, 2024

EXTRACURRICULAR ACTIVITIES

CEE Association – Team Leader, Event Management

Led and coordinated college events, managed tasks and timelines, and handled outreach to speakers and vendors while strengthening teamwork and leadership skills.

Women's Cell – Ideation Team Member

Contributed creative ideas for content.

Rotaract Club – Marketing Team Member

Supported event promotions and student engagement through basic marketing activities.