**Chandrima Bhattacharjee**

**Phone Numbers: 8420999578 (M)/ 9163160392(M)**

**Email: - chandrimabhattacharjee2187@gmail.com**

**Permanent address**: - 3/18 Surya Nagar, Kolkata-700040

|  |
| --- |
| **Objective** |

To obtain an administrative, sales or marketing position with a global business where I would be able to seek new challenges which effectively utilise my domain knowledge and expertise to enhance my career and create a strong profile in marketing field.

|  |
| --- |
| **Professional Experience** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Organisation Name** | **Duration** | **Designation** | **Brief Job Responsibilities** |
| Bajaj Finance Limited | Jan 15 till date | Assistant Manager | Team Handling, Achieving target month on month basis and selling personal loans to our existing customers and cross selling insurance forms a part of cross sell activities. . Gauge customer response and adjust presentations to resolve customer concerns. Create and maintain tracking mechanisms for effective prospecting and sales forecasting. Deal with a diverse range of clientele in fast-paced and demanding situations. Meet with an interdepartmental team on a weekly basis to discuss company goals, objectives, client relations, marketing strategies, and overall performance. |
| Bajaj Allianz General Insurance Co Ltd | Feb,13 to Jan 15 | Relationship Manager  (Bank assurance) | Maintaining relationship with banks and delivering efficient and effective service to clients, achieving sales targets MOM, Handling new tie ups , client handling, closing sales calls, resolving customer issues, maintaining two way relationship with Intermediary and open market customers as well, implementing strategies to increase business. Consult with department heads to plan advertising services. Gauge customer response and adjust presentations to resolve customer concerns. Create and maintain tracking mechanisms for effective prospecting and sales forecasting. Deal with a diverse range of clientele in fast-paced and demanding situations. Meet with an interdepartmental team on a weekly basis to discuss company goals, objectives, client relations, marketing strategies, and overall performance. |
| Competitive edge  Consultants | March,12 to Dec,12 | Junior Associate /Intern  (Part Time ) | Preparation and deliverance of final presentation, business development, making booklets. |
| Debasis Bhattacharya  (Advocate of Calcutta High Court) | June,09 to July,11 | Chamber Junior | Assisting lawyer in briefing, doing case studies, taking down notes, assisting him in legal activities in his chamber. |

|  |
| --- |
| **Education** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Educational Qualification** | **University/College/School** | **Year** | **Percentage** |
| PGDM | New Delhi Institute Of Management | 2011-13 | 70.48 |
| BA. LLB (5 years course) | University of Calcutta | 2009 | 51.97 |
| Higher Secondary | Bidya Bharati Girls’ High School | 2004 | 57.9 |
| Secondary | Nava Nalanda High School | 2002 | 53.37 |

|  |
| --- |
| **Area Of Specialization** |

Sales/Marketing

Sales Management & Planning

Vendor Management

Price/Delivery Quoting

Finance Management

Human Resources Management

|  |
| --- |
| **Project Undertaken/ Internship/ Training (May,12 to June,12 )** |

|  |
| --- |
| **IMRB International, Kolkata**  **Project TROY**   * Project for ITC newly launched face wash product. Quantitative test and Qualitative study was conducted among users of the product. Database was provided by ITC. Conducted an end-end market survey module through segmentation, structured questionnaires, interviews, etc. Prepared Statistical Analysis from the research and findings of the market survey.   **Project BARNEY**   * Project for **Raymond’s**. The organization did a feasibility study to understand:   **a)** Own and competitive brand penetration in the market  **b)** Brand consciousness of the consumers  In **CEC Consultants**, worked for **Project DHANUKA** and specialized in presentations skills including preparation**.** |
|  |

|  |
| --- |
| * **Computer Proficiency:** MS Office, WordPerfect, Excel, PowerPoint, Access, electronic mail, Internet, Intranet, HR and financial reporting systems |

|  |
| --- |
| **Linguistic Proficiency** |

* English ( Read, Write, Speak)
* Hindi ( Speak)
* Bengali (Read, Write, Speak)\
* Spanish (read, write ,speak)

|  |
| --- |
| **Awards/ Certification** |

Completed ‘Chitra Visharad 5th year; from ‘Pracheen Kala Kendra’ (Chandigarh)

Painting from ‘Calcutta Talent Search School 7th year

|  |
| --- |
| **Co-Curricular Activities** |

Actively participating in multiple Management competitions

|  |
| --- |
| **Hobbies** |

Reading, Painting, Recitation

|  |
| --- |
| **Personal Information** |

Date of Birth : 2nd of January-1987

Nationality : Indian

Gender : Female

Marital Status : Single

Declaration : I do hereby declare all the above mentioned facts and statement as true to the

best of my knowledge and understanding.

Chandrima Bhattacharjee