

Anoushka Ghosh

Management Professional

Self motivated MBA 2022 passout with proven experience in sales, meeting deadlines and working in a fast paced and demanding work environment. I am a quick learner with possession of good listening and communication skills, both verbal and written. I am an optimistic, adaptable and positive person with a practical approach, professional demeanor and collaborative mindset. I am proficient in MS Office applications with LinkedIn skill badges in Excel and PowerPoint.



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📍 Ahmedabad, India

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EDUCATION

Master of Business Administration (MBA) ICFAI Business School, Hyderabad

06/2020 - 03/2022 7.04

Courses

- Managing Platform Business.
- Digital Marketing.
- Wealth Management.
- Brand Management.
- Sales and Distribution Management.
- Service Marketing.
- SAP S/4 HANA.
- International Marketing.

Bachelor of Arts (English) St. Xavier's College, Ahmedabad

06/2017 - 10/2020 6.78

Courses

- Linguistics
- British Literature
- Criticism
- Written English
- American Literature
- Indian Literature
- Business Communication
- Mass media

WORK EXPERIENCE

Management Trainee: Branch Sales Manager

Poonawalla Fincorp Ltd

05/2022 - 09/2022 Ahmedabad, India

Achievements/Tasks

- Customer Relationship Management (CRM tool LeadSquare) and Channel Relationship Management and Sales.
- Provided support and assistance to client starting from the loan application process till cheque handover.
- Thoroughly check KYC documents, Cibil Reports, Bank Statements, Business Vintage Proof and Property documents of customers.
- Cross sell Property insurance.
- Monitored customer issues and provided necessary support to maintain good customer relationships and provide optimal quality of customer service.
- Maintained MIS in MS Excel of all leads generated in Ahmedabad city.

SKILLS

Writing

Communication

Listening

Excel

Interpersonal

Client service

Presentation

MS Office

Reporting

PowerPoint

Outlook

Interdepartmental coordination

INTERNSHIPS

Summer Internship Program: Amul India (GCMMF),
Bharuch, Gujarat, India (02/2021 - 05/2021)

- Analysis of Consumer Market and Business Market of Amul Fresh Product Category
- Retail expansion and increasing visibility of the brand
- Increasing Consumer Awareness and sales of Newly launched Amul Bread
- Market Research

DigitalWeblinger (10/2020 - 11/2020)

- Promotion of social media accounts of the company using Social Media Marketing (Facebook, Instagram and LinkedIn) to increase reach and engagement
- Company Analysis
- Creation of articles after conducting SEO Keyword Research
- Designing Marketing poster and Business Model Canvas for their company

CERTIFICATES

TCS Ion Career Edge- Young Professional
(05/2020 - Present)

Google Analytics for Beginners (08/2021 - 08/2024)

Introduction to Search Engine Optimization
(12/2020 - Present)

issued by University of California, Davis

Use Mailchimp to build an E-mail Marketing Campaign
(08/2021 - Present)

Coursera Guided Project Network

LANGUAGES

English

Full Professional Proficiency

Bengali

Native or Bilingual Proficiency

Hindi

Full Professional Proficiency

French

Elementary Proficiency