

TABINDA MAHWISH

Email: tmahwish@gmail.com; tabinda.mahwish@gmail.com

Mobile: + 91 8777455377; + 91 8013567608

Objective

To work with a progressive organization wherein I can contribute with my knowledge and skills and can gain experience to enhance my productivity alongside achieving organizational objectives, with my sincere perseverance to attain allocated task and target in time with quality and discipline to add to the glory, reputation and growth of the company.

Strengths

- ✓ Adaptability.
- ✓ Dedication to walk the extra mile to achieve excellence.
- ✓ Good communication skills.

Work Experience of more than 12 years

Assistant Marketing Manager - Kolkata & Dhaka

December 2016 to April 2018

Square Corporation

The company was based out of Punjab, India. My posting was in Kolkata where I worked from home and travelled to Dhaka, Bangladesh twice a month, where I would put up in a Guest House cum office of the company.

Key responsibilities :

- Presenting company's presentation to MDs directors and senior team members of yarn department in leading garment manufacturing companies in Bangladesh.
- Working with a focus of getting business started with new buyers and reviving the inactive ones.
- Solidifying business relations by conducting meeting with the managing director of the company.
- Regularly visiting newly developed companies to build a good rapport and to keep receiving businesses.
- Introducing suppliers from India, China and other countries to the buyers in Bangladesh.
- Participating in fairs in Bangladesh and China.
- Arranging data of garment manufacturers in Bangladesh from various sources and working on them right from scratch to connect with the right person for business development.
- Regularly sharing attractive offers, market reports, to stay connected with potential buyers and to encourage them to start business.

Achievements :

- In a short span of time, managed to get leading buyers on board.

International Holiday Expert, Kolkata

April 2016 to November 2016

Make My Trip Limited

Key responsibilities :

- Communicating and designing international holiday packages for clients based on their requirements.
- Followed by regular and timely follow ups in order to convert queries into positive customers.

Achievements :

- For good performance received appreciation and incentives.

Marketing Manager/Merchandiser, Kolkata

January 2015 to March 2015

Exotic Fashions Private Limited

Key responsibilities :

- Adding new international buyers to enhance revenue generation via various marketing activities.
- Collating buyer's data from effective sources.
- Drafting & sending emails, making calls on a daily basis.
- Implementing strong and accurate follow up procedures with clients in an organized manner.
- Preparing PPT of the products (wallets, bags, accessories) according to buyer's requirement and sharing it with them.
- Promptly communicating with prospect buyers over emails and phone calls.
- Working closely with the costing & production team to ascertain the prices of the products which then is quoted to the client.
- Focusing on inviting clients to pay a visit at office when in Kolkata, alternatively fixing appointment with the director when he travelled to their country.
- Also working on revival of the old clients who had stopped placing orders.

Franchise Acquisition Manager - Kolkata

February 2014 to November 2014

S.T.Unicom Private Limited

Key responsibilities :

- Working towards acquiring franchisees for brands, Just for Clocks and Spacio.
- Acquiring data through various mediums for franchise conversion.
- Participating in exhibitions across India.
- Holding effective communication with clients explaining the franchise business model.
- Coordinating with advertising agencies to get the marketing mailer designs done.
- Planning and advertising through different and relevant mediums for brand recognition.

Manager, Franchise Development - Kolkata

June 2010 to December 2013

Re-feel Cartridge Engineering Private Limited

Key responsibilities :

- Elaborate explaining of franchise business model to clients over phone calls and emails.
- Offering discounted schemes to encourage clients to sign up for the franchise.
- Taking care of entire marketing activities for both the brands Re-feel & Clublaptop.
- Enhancing the network of Re-feel & Clublaptop by adding new franchisees.
- Planning and executing various strategies for lead generation and franchisee conversions.
- Participating in franchise exhibitions held in different parts of the country.
- Conducting brand building exercises for Re-feel & Clublaptop.
- Negotiating on agreement terms with franchises in consultation with legal department and finance department.
- Training new team members.
- Staying regularly in contact with newly developed franchisees, motivating and guiding them with proven marketing tips for business profitability.

Achievements :

- Lead the franchise development team.
- Was recognized as the best performer.
- Joined as an Executive, within 6 months was promoted to be a Manager.
- Earned flying incentives.

Senior Officer - Kolkata

May 2008 to January 2009

Lensel*Achievements :*

- Recognized as the best officer for the month of October.
- Increment of salary in the month of November.

Officer - Kolkata

July 2006 to April 2008

Citi Financial(DST)*Achievements :*

- Received appraisal in the month of January'07 and July'07 respectively.

Academic Qualification

| Qualification | Institute | Year |
|------------------|-------------------------|------|
| B.Com | Calcutta Girls' College | 2011 |
| Higher Secondary | Assembly of God Church | 2007 |
| Secondary | Pratt Memorial School | 2002 |

Awards & Achievements:

-
- ✓ Received award for Art & Craft four times in school.
 - ✓ 1st Prize in Sports in School.
 - ✓ For 100% attendance received certificates for three consecutive years in school.

Personal Details

Date of Birth : 25 December, 1984

Gender : Female

Father's Name : Mushtaque Ahmed

Address : 11/C, Tanti Bagan Road, Kolkata-700014

Interests : Surfing through internet, Interacting with people, Reading.

Languages Known : English, Hindi and Bengali.