

Curriculum Vitae

Personal Details:

- **Name:** Debleena Banerjee
- **Date of birth :** 27/07/1996
- **Nationality :** Indian
- **Address:** Madhyamgram, West Udayrajpur, Kolkata 700129
- **Email id:** debleenabhattacharjee@gmail.com
- **Phone Number:** 6295675358
- **Languages Known:** Hindi, English, Bengali
- **Marital Status:** Married

Objective:

Insightful social media and Influencer Marketing professional with experience devising and implementing marketing campaigns, built deep understanding of target audience and competitors to develop effective marketing messaging. Early adopter of latest industry trends and strategies, resulting in consistently fresh and creative ideas.

Professional Synopsis:

- Worked in **Enmay Webmedia Pvt Ltd** as a Senior Campaign Associate from 01.07.2020 to 11.11.2024

Worked in Inkrevenue from 14/01/2025 to 26/04/2025

Roles & Responsibility

- Conducting Brand Promotions on various social media platforms through effective partnerships with bloggers and brands
- Create and run influencer campaigns that are targeted to get the right customer
- Conducting Negotiations with creators to avail cost effective advertising for brand promotion
- Preparing MIS on daily basis showcasing the creators signed and the cost associated with it

Academic Qualification:

Degree	Board	Percentage	Year of Passing
10th	WBBSE	60	2012
12 TH	WBBHSE	75	2014
B.A	WBSU	45	2017

Computer Proficiency:

- Received certificate from **Youth Computer Centre** on basic computer skills
- MS Office

Declaration:

I hereby declare that all the details furnished above are true to my knowledge and belief.

Date:**Place:**