

Ria Dasgupta

MARKETING COMMUNICATIONS MANAGER

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Driven Marketing Communications professional seeks to leverage expertise in marketing communications, content creation, and client relationship management to excel as a Marketing Communications Manager within a reputable organization in the Marketing/Advertising/Sales industry. Proven ability to develop and execute successful marketing strategies, manage client relationships, and drive brand awareness. Eager to contribute creative and strategic thinking to achieve company objectives and foster growth.

PROFESSIONAL SUMMARY

- Experienced Marketing Communications Manager skilled in overseeing and executing marketing communications strategies to drive brand awareness and engagement.
- Proven ability to manage product launches, create compelling content across various platforms, and optimize client onboarding processes.
- Successfully led the launch strategy for "akadmy," a cutting-edge Preschool education platform, resulting in increased brand visibility and market penetration.
- Proficient in creating engaging content for articles, blogs, and social media platforms, driving audience engagement and brand awareness.
- Adept at auditing and streamlining processes to enhance efficiency, as demonstrated by the successful streamlining of the client onboarding process.
- Proven track record of managing client relationships, understanding their needs, and developing strategic advertising initiatives to enhance brand visibility.
- Successfully managed consistent client engagement for Exide Industries Limited, one of JWT Kolkata's largest clients, ensuring the fulfillment of their advertising needs on both national and international levels.
- Collaborated effectively with cross-functional teams, including creative departments, to ensure deliverables aligned with client expectations and brand standards.
- Adept at coordinating and processing vendor payments, ensuring compliance and conducting internal audits prior to disbursement.
- Successfully collaborated with officers to maintain accurate compliance and timely disbursement of vendor payments.
- Demonstrated expertise in customer service, resolving customer requests and escalations in a timely manner.

WORK EXPERIENCE

Beanstalkedu Services Limited

Manager - Marketing Communications (Kolkata) (Jul 2024 - Present)

Responsible for overseeing day-to-day marketing communications operations, developing and executing strategic initiatives, crafting compelling content, managing social media presence, and ensuring brand consistency across all communication channels.

- Managed all facets of marketing communications for Beanstalkedu's diverse product portfolio, ensuring brand consistency and message clarity.
- Spearheaded the comprehensive launch strategy for "akadmy," a cutting-edge preschool education platform, encompassing market research, brand positioning, content development, and multi-channel campaign execution.
- Crafted compelling and engaging content across various platforms, including articles, blog posts, and social media, to enhance brand visibility, drive audience engagement, and generate leads.
- Conducted a thorough audit of the client onboarding process and implemented strategic improvements, resulting in a streamlined and efficient experience for new customers.

Achievements:

- Successfully positioned "akadmy" as a leading preschool education platform, driving enrollment growth and brand recognition within the competitive education technology market.
- Significantly enhanced client satisfaction and retention by optimizing the onboarding process, resulting in positive feedback and increased customer lifetime value.

SREI Equipment Finance Limited

Vendor Payment Disbursement (Kolkata) (Oct 2014 - Apr 2017)

Responsible for managing the end-to-end vendor payment process, including coordinating payment schedules, conducting internal audits, collaborating with internal teams, and ensuring compliance with financial regulations.

- Coordinated and executed daily vendor payments, ensuring timely and accurate disbursement of funds.
- Conducted thorough internal audits prior to payment processing to maintain compliance with company policies and regulatory requirements.
- Collaborated effectively with internal stakeholders, including finance officers, to maintain accurate records and ensure seamless payment operations.
- Provided guidance and support to frontline teams regarding top-funded assets, contributing to the organization's income generation efforts.

Achievements:

- Maintained a consistent track record of accurate and timely vendor payments, minimizing delays and fostering positive vendor relationships.
- Identified and resolved potential compliance issues through proactive internal audits, ensuring adherence to financial regulations and company guidelines.

J Walter Thomson

Client Servicing (Kolkata) (Dec 2012 - Apr 2014)

Responsible for managing all aspects of the client relationship, including communication, campaign development, creative briefings, project management, and ensuring client satisfaction.

- Managed client relationships, ensuring consistent communication and effective fulfillment of advertising needs for Exide Industries Limited, one of JWT Kolkata's key accounts.
- Developed and executed strategic advertising campaigns tailored to enhance Exide Industries Limited's brand visibility and recognition across national and international markets.
- Collaborated closely with the creative department, ensuring all deliverables adhered to the client's brand guidelines, quality standards, and value proposition.

Achievements:

- Successfully implemented advertising initiatives that strengthened Exide Industries Limited's brand presence and market share, exceeding client expectations.
- Fostered a strong and collaborative working relationship with the client, resulting in high levels of client satisfaction and repeat business.

Vodafone East Limited

Customer Service - Nodal and Appellate (Kolkata) (Apr 2012 - Sep 2012)

Responsible for providing exceptional customer service, handling customer requests and escalations, and ensuring timely resolution of all issues.

- Resolved customer requests and escalations in a timely and efficient manner, ensuring customer satisfaction and retention.
- Managed and processed escalated complaints according to established protocols and service level agreements.
- Ensured accurate and timely system updates for all customer requests, maintaining data integrity and facilitating efficient service delivery.

Achievements:

- Achieved high customer satisfaction ratings by consistently resolving issues and exceeding service level expectations.
- Streamlined the complaint escalation process, reducing resolution times and improving overall service efficiency.

Mother Dairy Fruit & Vegetable Pvt. Ltd

Ice Creams and Frozen Products Division (KOLKATA) (Jul 2011 - Apr 2012)

Responsible for managing client relationships, driving sales growth, and implementing local marketing initiatives within the Ice Creams and Frozen Products Division.

- Interacted with clients across diverse industries, effectively identifying and addressing their requirements for dairy and frozen products.
- Proactively identified and secured new business opportunities by establishing relationships with prospective clients and promoting the company's product portfolio.
- Managed a portfolio of existing accounts, ensuring high levels of customer satisfaction and retention through proactive communication and effective problem resolution.
- Conducted market research and analysis to gather insights into industry trends, competitor activities, and customer preferences.
- Planned and executed below-the-line (BTL) marketing activities, including promotional campaigns and events, to drive sales and enhance brand visibility.

Achievements:

- Successfully expanded the client base by establishing new accounts and nurturing existing relationships, contributing to increased sales revenue.
- Received recognition for consistently exceeding customer expectations and maintaining high levels of customer satisfaction.
- Generated valuable market insights that supported strategic decision-making and contributed to the company's competitive advantage.

SKILLS

Technical Skills: Marketing Communications, Content Creation, Social Media Marketing, Client Onboarding, Brand Strategy, Advertising, Marketing Strategy, Digital Marketing, Client Engagement, Process Improvement

Soft Skills: Communication, Collaboration, Client Relationship Management, Problem-solving, Adaptability, Time Management, Creativity, Leadership, Teamwork, Strategic Thinking

Core Competencies: Marketing Communications Strategy, Client Relationship Management, Content Marketing & Social Media, Process Optimization & Efficiency, Brand Building & Advertising

EDUCATION

KIIT School of Management, Bhubaneswar (2009 - 2011)

MBA

Pailan College of Management and Technology, Kolkata (2006 - 2009)

BCA

HOBBIES

Reading (Marketing and Business publications), Traveling (Exploring new cultures and markets), Networking (Attending industry events), Blogging (Sharing insights on marketing trends), Mentoring (Guiding aspiring marketing professionals)