

PARTHO CHATTOPADHYAY

Contact: +91-9049376663
E-Mail: partho712@yahoo.in

Core Competencies

- Key Account Management
- Stakeholder management
- Reporting & Documentation
- Cross-Functional Collaboration
- Streamline Process
- Grievance Management
- Digital Marketing
- Social Media Marketing
- Search Engine Optimization
- Search Engine Marketing
- Pay Per Click
- Affiliate Marketing
- Marketing Automation
- Market Intelligence
- Strategic Tie-Ups & Alliances
- Team Management & Leadership

IT Skills

- Microsoft Office
- Internet Applications

Academic Credentials

- **PG Diploma in Digital Marketing & Communication**
MICA ~2021
- **Diploma in Digital Marketing**
Delhi School of Internet Marketing, Pune
- **PGDM in International Business & Marketing**
Sri Balaji Society, Pune ~2017
- **B.com in Banking**
Garware College, Pune ~2014
- **GNIIT**
NIIT, Pune ~2014

Personal Details

Languages Known: Hindi, English, Bengali & Marathi

Date of Birth: 18th July, 1992

Current Location: Pune, Maharashtra, India

Objective

Pacesetter, Strategic, Enthusiastic & Highly Organized Professional with an embracing career chronicle and an impeccable track record, targeting a position in the **Marketing** department with an organization of repute

Profile Summary

- **Pro-active & Diligent Communicator** exhibits strength in dynamics of an organization
- **Industrious & Meticulous**, holds flawless understanding & ability to initiate, apply, & supervise sales strategies, concepts, & tactics to formulate plans that are well suited for the business / organizational needs
- **Troubleshooter & Analytical**; demonstrated skills in providing with effective solutions in complex business issues and requirements
- Skilled in conducting **brainstorming sessions** to come up with effective business tactics that can be efficient to expand business and meet goals
- **Persuasive & Negotiator to generate leads & convert them to sales** for the effective growth of the business
- **Proficient to learn quickly**; 'go-getter' approach & flexible with learning new things to broaden the proficiency horizon in unfamiliar roles

Employment Details

Senior Business Analyst | IBM INDIA PVT. LTD. | JUNE 2021 – Present

Key Result Areas:

- Development & execution of marketing campaigns for P&C Domain.
- Email marketing
- Ad & Media operations for 17 individual products.
- Product journey mapping
- Publishing tactics for campaigns on UNICA and closing of workflows
- Implementing and accessing all end to end client needs, recommending strategies, that enhance the efficiency.
- Performing art proofing at multiple stages to specific standards.
- Test Email Campaigns that include a combination of A/B tests, audience splits and dynamic personalization.
- Accountable for obtaining legal & compliance approvals for all Email, Ad & other media campaigns going in market.
- Support development & validation of launch plan for the respective campaigns going in market via various channels.
- Working directly with the clients & stakeholders to ensure timely launch of the campaign.
- Conduct research and resolve budget inquiries
- Facilitate list critical issue with Research and Analytics (R&A), Originator, Marketing Manager and Campaign Analyst to secure resolution and approval
- Accountable for obtaining legal and compliance approvals and closing out in required systems
- Review and validate campaign workflow/process flow for given campaign
- Validate Audience sheet for the respective tactic/channel/campaign
- Coordinate with stakeholders and ensure timely launch of the campaign

Previous Organizational Experience

Assistant Sales Manager → American Express Services Pvt. Ltd. | February 2020 2019 – October 2020

Key Result Areas:

- Held responsible for sales in Pune Territory; planned & scheduled assignments for individual & team level to achieve predetermined goals within deadline
- Formulated short-term tactics to augment operations, profitability & revenue targets
- Managed interaction with clientele for effective resolution of grievances
- Maximized customer satisfaction matrices by providing pre & post-sales support & achieved delivery & quality norms; obtained feedbacks and worked on the same
- Supported as Sales Manager & developed broader relationships with existing partners, agents and other predominant stakeholders in the territory
- Analyzed and identified for the opportunities to expand the business in the territory
- Maintained an overall style of management all across to inculcate uniformity of work
- Unceasingly motivated the team members to work efficiently and adopt a customer first approach
- Managed confidential data uprightly to ensure that no important and confidential information of the client gets leaked or used unethically

Senior Sales Executive → Atah Lifestyle | October 2019 – February 2020

Key Result Areas:

- Synchronized sales team with the goals of the organization & functioned closely with the design team
- Effectively managed & executed events, seminars, webinars & exhibitions
- Planned & executed Email Marketing Campaign plans and measured the effectiveness of the launched campaign
- Built the sales pipeline effectively for the team and facilitated lead generation; performed tele prospecting / tele marketing
- Recognized & implemented strategies for sales and marketing initiatives to increase revenue generation of the organization
- Formulated monthly marketing plan for the region; unceasingly researched for new & potential markets
- Built customer database, executed data filtration / profiling, data mapping from online and other external sources

Retail Sales / Operations → Pepperfry.com | August 2018 – September 2019

Key Result Areas:

- Made strategic tie-ups with various Architects & Interior Designers from across the city and other locations
- Supervised a team of interior designers and sales executives in the studio
- Supported & Collaborated with team to manage activities of the official website & comprehend marketing strategies for the region assigned
- Effectuated & Overseen implementation of all design consultations
- Introduced & Fostered New Channel Partners for Business Expansion & Development of the company
- Administered Studio Management & conducted and supervised the events in the Studio

Key Account Sales → Godrej Interio | July 2017 – July 2018

Key Result Areas:

- Managed clients from both the backgrounds, i.e., Public Sector & Private Sector
- Some prominent Public Sector Clients are: Indian Oil Corporation Ltd., Airports Authority of India, Bharat Petroleum Corporation Ltd., Hindustan Petroleum, NTPC, National Power Grid Corporation of India Ltd., State Bank of India, Indian Overseas Bank, Department of Atomic Energy, Airports Authority of India, Gas India Ltd.
- Predominant Private Sector Clients include: Tata Motors, Tata Consultancy Services, Accenture, Siemens India, Bosch India
- Bid for tenders & prepared required tender documents
- Recovered outstanding payments from the clients; ensured all the debts are met responsibly on the due date
- Harmonized with managers & team members to ensure a smooth functioning in the department

~REFERENCE WILL BE PROVIDED WHEN NEEDED~

I hereby declare that all the information provided in this resume is true to my knowledge.

PARTHO CHATTOPADHYAY