



SOMASHRI GHOSH

MARKETING COMMUNICATIONS & BRANDING

8 years + Professional Experience

WORK HISTORY

Manager Marcom (Unit HOD) - Hospitality

Sayaji Hotels Ltd. Raipur, Chattisgarh May 2024 - till Present

- Driving Footfall and Revenue via digital marketing in Chhattisgarh.
- Reporting directly to Director of Marketing, coordinating with senior management along with handling multiple agency and third parties.
- Responsible for paid media advertisements outdoor and online campaigns
- Reporting and measuring ROI against the ad spends
- Building PR and connection in central India.
- Cost effective campaign ideation along with following the brand guidelines.
- Inhouse PR and conducting multiple engaging employee events liasoning with the human resources team.
- Cross departmental training and activities to be handled periodically
- Content ideation, periodic photoshoots, videograph, and building a marketing collateral for the whole unit.
- Maintaining brand standards across the whole unit. Weekly audits and reporting to the General Manager

Asst. Manager Marcom (Corporate) - Hospitality

Mayfair Hotels and Resorts Ltd., Bhubaneswar, Odisha, June 2023 - till April 2024

- Spearheaded end-to-end marketing strategy development and execution, driving impactful promotional activities across trade shows, events, magazine ads, and digital campaigns pan-India.(ATL, BTL, TTL)
- Provided dedicated support to 17 properties, overseeing digital marketing activities and crafting launch plans for new properties, along with unit-wise food & beverage, rooms and promotional strategies.
- Orchestrated comprehensive social media strategies, including planning, influencer marketing, social listening, and keyword analysis, resulting in a substantial increase in organic online engagement.
- Maintained online reputation management and brand building efforts, implementing a timely response strategy for heightened brand visibility and positive customer interaction.
- Played a pivotal role in corporate communication and reporting, ensuring transparent and effective communication channels both internally and externally.
- Formulated and executed media planning, driving content creation initiatives, and successfully led a dynamic digital marketing team, achieving targeted objectives and surpassing KPIs.
- Marketing activities in Odisha, East India, Raipur and Goa.
- Advertisement - Online & Offline

Sales & Social Media Executive - FMCG

The Kombucha Co. India. Kolkata, West Bengal, October 2020- June 2023

- Responsible for B2b and B2C sales, Client Relations & Communication, Channel optimization, Sales Report Generation
- Social media strategy & management, Maintenance of website, Online Ads & promotions
- Curating event displays, Collateral designing, Front Office Duties, Follow up & After sales
- Managing production and logistics Employees, Overseeing manufacturing purchases
- Brand Positioning, Brand activation & Client acquisition
- Managing operations at newly acquired heritage Calcutta building by the directors.
- Initial Branding Activities - Launch plan of The Red Bari, Kolkata (Co-working & aesthetic Cafe)

PERSONAL PROFILE

- Reliable and dependable; high personal standard, attention to details.
- Excellent interpersonal skills; good communicator, high integrity.
- Self-aware; always seeking to learn and grow.
- Emotionally mature and confident; A calming influence. Good listener; caring and compassionate
- Energetic and positive outlook.
- Tolerant and understanding - especially good with young children/elderly people/needly people/disadvantaged people, etc.

PROFESSIONAL SKILLS

Creating Presentations	Experienced
BTL activities	Experienced
ORM	Experienced
MS Office	Expert
Search Engine Optimization	Skillful
Public Relations	Skillful
Team Management	Experienced
Social Media Marketing	Experienced
Campaign Creation	Experienced
Corporate Communications	Experienced
Designing creatives	Experienced
Content & Email marketing	Experienced
ATL & TTL Activity	Skillful
Google My Business	Experienced

GENERAL INTERESTS

Dancing
Collecting currency
Photography & Blogging
Exploring Food cultures, Traveling.
Watching Movies

(Contd.)

TALK TO ME!

Present Location: Bhubaneswar, Odisha
Permanent Address: Kolkata, 700084
(India)

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9163533541/7980939621

DOB

30/03/1992

Sr. Business Development - Hospitality

Sourennee Leaves Pvt. Ltd., Kolkata, West Bengal, Jun. 2019- August, 2020

- Identify, develop, or evaluate marketing strategy based on establishment objectives, market characteristics, and cost factors
- Coordinate promotional activities, trade shows, and offline campaigns for tourism marketing
- Handle Reservations for the tea estate resort through Online channels, Cold calling, and Email marketing
- Plan and execute digital marketing, coordinate with third-party sources, and design packaging for tea gifts
- Manage influencer marketing, PR efforts, and social media strategy for the resort, including
- Weekly and Monthly revenue reporting, and Oversee resort staff Communication.
- Brand Communications - planning, designing, implementation
- Advertisement - Online & Offline

Sales & Marketing Coordinator FMCG

Karma Kettle, A&S Solutions. Kolkata, West Bengal, Jan. 2018 - Jun. 2019

- Manage B2C and B2B calls, client visits, and Sales pitches, Periodic reports
- Handle online sales tracking, e-commerce operations, and product listings on platforms like Amazon and Flipkart, optimization of product keywords
- Create branding and packaging for teas and tea gifts, Tea Marketing
- Organize photo shoots, food styling, and assist with video production
- Coordinate PR activities, events, and promotions, including blogger meetings, and handle marketing collateral
- Business Development - North East
- Advertisement & Promotional Activity - Trade Event Organizing

INTERNSHIPS

Kempinski Ambience Hotel. New Delhi, May. 2014 - Oct. 2014

- Responsible for handling guest relations in Front Office.
- Assisted guest service associates during morning and evening service in House-Keeping.
- Worked in front desk for Shanaya Spa. Prepared data sheets, periodic reports for maintaining guest records. Co-ordination for rooms division department. Handled Help desk for guest requirements.

Other Experiences

- 1 month On the Job Training - Indismart, Kolkata, India
- Casual Training in Taj Gateway, The Oberoi Grand & Hyatt Regency Kolkata.
- Handled guest relations in monsoon food festival 2016 for 500 guests. Participated as guest relations in events- Masterchef junior India, Trade Fair 2015.

EDUCATION HISTORY

International Institute of Hotel Management, Kolkata, West Bengal

Bachelor of Science, Rooms Division, 2017

Calcutta University, Kolkata, West Bengal

B.com(hons), Finance, 2014

Carmel High School, Kolkata, West Bengal

High School Diploma, Commerce, 2010

Carmel High School, Kolkata, West Bengal

Secondary education, 2008