



PRARTHITO BANERJEE

Associate Manager- Social
Listening And Consumer
Insights

PROFILE SUMMARY

Experienced in social listening and consumer insights, I have contributed to the success of leading FMCG brands by conducting comprehensive analysis and generating valuable reports. With a proven track record of setting up brand profiles and dashboards, I possess a strong skill set in market research, campaign analytics, and product innovation. Proficient in utilizing tools like Excel, Microsoft Power BI, Netbase, and Qoruz, I excel in keyword research and analysis. My expertise in competition mapping and ORM has been pivotal in driving impactful strategies. Seeking opportunities to leverage my 7 years of experience to deliver measurable outcomes in consumer-centric roles.

EDUCATION

- 2018 MBA/PGDM
Indian Institute of Social Welfare and Business Management (IISWBM)
- 2014 B.Sc
Calcutta University

WORK EXPERIENCE

- May 2022 - Present Associate Manager- Social Listening And Consumer Insights
ITC Limited
 - Social Listening For All ITC Personal Care Brands
 - Consumer Insights
 - Category Analysis For Product Innovation
 - Brand Analysis
 - Keyword Research
 - Competition Mapping & SOV
 - Building Analytics Reports For Personal Care Space
 - Social ORM
 - E-Commerce Reviews & Sentiment Analysis

PERSONAL INFORMATION

- Email
banerjeeprarthito@gmail.com
- Mobile
(+91) 9874614847
- Total work experience
7 Years 0 Month

KEY SKILLS

- Social Listening
- Campaign Analytics
- ORM
- Competition Mapping
- Competitor Analysis
- Category Analyst
- Product Innovation
- Keyword Research
- Keyword Analysis
- Social Media Analyst
- Digital Marketing Analyst
- Social Media Marketing
- Performance Marketing
- Google Analytics
- Google AdWords
- Meta Ads
- Digital Marketing
- Consumer Insights

Market Research

Brand Insights

Category Insights

OTHER PERSONAL DETAILS

City Kolkata

Country INDIA

LANGUAGES

- English
- Bengali
- Hindi

Apr 2019 - Apr 2022

Business Analyst And Senior Social Listening Executive

ITC Infotech

- Social Listening For All ITC Personal Care Brands
- Generating Consumer Insights
- Competition Mapping & SOV
- Building Analytics Reports For Personal Care Space
- Social ORM
- E-Commerce Reviews & Sentiment Analysis

Aug 2018 - Apr 2019

Social Listening Executive

WATConsult

- Social Listening For All ITC Personal Care Brands
- Setting Up Brand Profiles & Dashboards on Social Media Analytics Tools
- Consumer Insights & Competition Mapping
- Category Analysis For Product Innovation Ideas
- Social Content Analysis

Apr 2018 - Jul 2018

Internship Trainee For PGDM Course

Crow's Nest

Keyword Research, Social Listening