

# RESUME



## Avishek Mukherjee

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### CAREER OBJECTIVE :

To pursue a growth and oriented career with a progressive company that provides a scope to apply my knowledge and skills that would help me contribute my best to the organization.

### AREA OF INTAREST:

- Merchandising
- Marketing (Digital)
- Fashion Design
- Production Management
- Industrial Engineering
- Quality Assurance

### WORK EXPERIENCE:

- Working as a Marketing Head ( Digital and Brand Marketing) with Gaurav Lederwaren From March 2022 to Present

### Responsibility:

- ✓ Doing the Social Media Marketing for Brand promotion and coordinate with the Marketing Agencies.
- ✓ Planning the marketing strategies for doing Marketing and grow our business.
- ✓ Coordinate with Marketplace agencies for uploading the catalogues on all Marketplace.
- ✓ Running the promotion on Flipkart to increase the sales on Flipkart.
- ✓ Coordinate with the agencies for SEO development of our website.

## **Achievements**

- ❖ Increasing the sales on Flipkart, Amazon
- ❖ Build relations with new clients
- ❖
- **Worked at Maple accessories Pvt. Ltd. as a Merchandiser executive From February 2021 to October 2021.**

### **JOB RESPONSIBILITY:**

- ✓ Co-ordinate and handles more than six international clients.
- ✓ Making and provide sales order to the production team for new orders details.
- ✓ Making and provide New Order format to the accounts team for making all export documentation and payment terms.
- ✓ Co-ordinate with sample Co-Ordinator for making outstanding sample as per client requirements.
- ✓ Co-ordinate with leather team, purchasing, costing team, Planning team and accounts for full field the client request.
- ✓ Keep following the Cut to Pack process for achieve the shipment date and maintaining the quality.

### **ACHIEVEMENT:**

- ❖ Build relationship with two new international clients.
  - ❖ Change some production process to reduce the production cost and help to development the organization. Las a first learner I've learnt about export merchandising in one month.
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- **Worked at D2 International Pvt. Ltd. as a Industrial Engineer from January 2020 to February 2021.**

### **JOB RESPONSIBILITY**

- ✓ Studying and arriving labor standard times for manufacturing the product, cycle time study, motion study.
- ✓ To make manufacturing system design for new processes and arriving take time study, cycle time study and decide the machine and man power requirements.
- ✓ Analyzing with production team for not achieving the targets (line balancing, hourly monitoring and floor balancing).
- ✓ Preparing and follow up with technical file.
- ✓ Preparing time study file for machine and manpower requirements and finding the making cost.

### **ACHIEVEMENT:**

- ❖ Reducing the production cost to using Time study.
- ❖ Reducing the production time to monitoring the 4M formula.

## **STRENGTH:**

- Hard Working
- High-energy, a team player mentality, and self-motivated
- Excellent written and verbal communication skills
- Outstanding organisational and time-management skills
- Good & First learner
- Ability to work as team leader

## PROFESSIONAL SUMMARY:

**2 year + experience as Production and Industrial Engineer and Export Merchandiser in Leather Goods Industry.**

Expertise in planning and handling production for multi style.

Excellent interpersonal skills, effective communicator with positive attitude & leadership qualities.

## EDUCATION QUALIFICATION:

IN **2015-2016** completed **Secondary** Examination from **W.B.B.S.E** Board with 67% of marks.

## TECHNICAL QUALIFICATION

I've completed my diploma in **LEATHER GOODS TECHNOLOGY** from **CENTRAL FOOTWEAR TRAINING CENTER, Budge Budge**, with **1<sup>st</sup> class of marks** in the year of **2020**.

Completed 1<sup>st</sup> semester with Grade Point **7.0** in year **2017**.

Completed 2<sup>nd</sup> semester with Grade Point **8.2** in year **2018**.

Completed 3<sup>rd</sup> semester with Grade Point **7.2** in year **2018**.

Completed 4<sup>th</sup> semester with Grade Point **7.0** in year **2019**.

Completed 5<sup>th</sup> semester with Grade Point **7.1** in year **2019**.

Completed 6<sup>th</sup> semester with Grade Point **7.4** in year **2020**

## Graduation Qualifications:

Currently Pursuing **B. TECH in Computer Science and Technology** from **ABACUS INSTITUTE OF ENGINEERING AND MANAGEMENT**. (2022-2025)

## PERSONAL INFORMATION

Father's Name	: late Prabir Mukherjee.
Mother's Name	: Papia Mukherjee.
Date of birth	: 26/09/2000
Gender	: Male
Religion	: Hinduism
Nationality	: INDIAN
Marital Status	: Single
Languages known	: Bengali, English & Hindi
Address	: Vill + Post- Amarun Bazar, PS- Bhatar, Dist.- Purba Bardhaman.
Hobbies	: Learning new things, Reading books to growing knowledge.

## COMPUTER SKILLS:

- MS WORD, MS EXCEL, POWER POINT, Web Development, Graphics Designing

#### EXTRA KNOWLADGE:

- I've completed Digital Marketing certificate course from Google Digital Garage and worked as a social media marketer and generated sales for my Freelance Client.
- Learning Web Development, JAVA and Python to growing my tech knowledge.
- Learning Marketing strategies to help for Business Development and growth.

Above furnished all the data by me are true & correct to best of my knowledge.

**Date :**

**Place: Kolkata**

**Signature**

(Avishek Mukherjee)