

# RIA ROYCHOUDHURY

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## CAREER OBJECTIVE

Energetic and creative individual, passionate about marketing and building brands. Self-starter with diverse experience of working in a fast-paced, complex, and collaborative environment.

## PROFESSIONAL EXPERIENCE

### *Renewals Representative*

*Quest Software / October 2022 – Present / California (Remote)*

- Overseeing all the lapsed accounts and formulating strategies to get them back on-board
- Maintaining a constant touch base to foster a sturdy relationship with more than 500+ clients
- Harnessing the full potential of Salesforce in order to create, maintain, and close opportunities while creating quotes and booking orders through the platform

### *Assistant Vice President – Sales*

*Return On Web / April 2022 – August 2022 / Pune*

- Fostered a stronger client base through onboarding new clients and managing the existing clientele by matching their requirements of Digital Marketing (SEO, Paid Media, Programmatic & Native ads, etc.)
- Generated revenue through client conversions by database creation, outreach, follow-ups, prospect meetings, and closures
- Organized virtual and physical events in the United States to boost sales and increase brand visibility
- Formulated marketing and sales strategies to amplify the sales conversions and increase the visibility of the Brand in the market

### *Deputy Manager – Wealth Management*

*ICICI Bank Ltd / July 2021 – March 2022 / Pune*

- Handled a base of 450+ HNI clients while facilitating client acquisition and managing the overall client relationship
- Engaged with customers to enrich relationships and garner higher wallet share
- Addressed issues and problems faced by the clients in order to build and maintain trust
- Provided complete and comprehensive information on products and services proactively to the customers and ensured the best-in-class service

### *Assistant Manager – Business Development*

*Master Innovation Technology Pvt Ltd / February 2021 – May 2021 / Pune*

- Conducted Market Research and built database for business development opportunities
- Created sales pitch and conducted more than 50 meetings while building a comprehensive sales strategy
- Managed client relationship across 15 cities and identified new market opportunities by understanding competitive landscape
- Worked closely with the marketing team to provide marketing insights and helped in framing new marketing strategies

### *Marketing Executive*

*Bench-Mark 5 / September 2017- April 2019 / Kolkata*

- Helped create a stronger presence of the company in the industry by acquiring new clients and maintaining a sturdy client base
- Oversaw project management processes and day-to-day business operations of the company

## SUMMER INTERNSHIP

### *Marketing and Retail Intern*

*Bata India Ltd / April 2020 – June 2020 / Gurgaon*

- Worked on the project, “Mapping of Retail Competition and Best Practices”
- Analysed the retail competition and the best practices implemented by retailers and proposed ways in which the company can increase its foothold in the market
- Developed a short-term strategy for the company to mitigate the setback experienced during COVID-19

### *Marketing and Sales Trainee*

*Glamy.in / April 2016 - May 2016 / Kolkata*

- Worked as a business development intern and helped in the growth of the start-up
- Actively participated in various meetings and converted over 40 clients in B2B

## EDUCATION

### *Post Graduate Diploma in Management*

*Institute of Management Technology, Nagpur / 2019 – 2021*

- Major - Marketing | Minor – Human Resource
- CGPA - 5.73 | Percentage - 65.84%

### *Bachelors in Business Administration*

*Amity Global Business School, Kolkata / 2014 – 2017*

- Major - Marketing
- CGPA - 6.86 | Percentage - 68.6%

### *Diploma in Electronics and Telecommunications Engineering*

*Women's Polytechnic, Chandannagar / 2010 – 2013*

- Percentage – 75.38%

## CERTIFICATION

- Viral Marketing and How to Craft Contagious Content – The Wharton School of the University of Pennsylvania (October 2020)

## SOFT SKILLS

- Communication skills
- Interpersonal skills
- Creativity
- Emotional Intelligence
- Growth Mindset
- Adaptability

## EXTRA-CURRICULAR ACTIVITIES

- Been a member of Corporate Communication Committee (CCC), the official Branding and PR team of Institute of Management Technology, Nagpur
  - Handled the official social media platforms of the institute and formulated PR materials
  - Interviewed more than 20 corporate dignitaries from the industry
- Held the position of the General Secretary of Hypnotics, the Dance Forum of Institute of Management Technology, Nagpur
- Secured the position of 2<sup>nd</sup> runner up in the Marketing event at Xavier's Management Convention, 2017 of St. Xavier's College, Kolkata
- Secured the position of 1<sup>st</sup> runner up in Calcutta Times Fresh Face, 2014 from Amity Global Business School, Kolkata
- Secured the first position in the national-level inter-school dance competition held amongst the Aditya Birla Group of Schools