






DEBAMITA NAG

DOB: 31/Oct/1991

CONTACT

-  Navi Mumbai, India 400701
-  9874291459
-  debamitanag880@gmail.com

KEY SKILLS

- Customer Needs Assessment
- Prospecting and Negotiation
- Networking
- Product Knowledge
- Marketing Management
- Market Research
- Marketing Communications.
- Marketing Strategy
- Event Marketing
- Promotions
- Event Operations

LANGUAGES

English, Hindi, Bengali: First Language

EDUCATION

Master of Arts: English Literature,
2014

Rabindra Bharati University -
Kolkata

Bachelor of Arts: English Honors,
2012

Calcutta University - Kolkata

Higher Secondary, 2009
Shri Shikshayatan - Kolkata

Secondary, 2007
Shri Shikshayatan - Kolkata

PROFESSIONAL SUMMARY

- Dedicated marketing and sales professional with 8 years of experience optimising marketing and sales processes to enhance business performance. I have consistently demonstrated a strong aptitude for crafting and executing successful marketing strategies that drive brand awareness, customer engagement, and revenue growth.
- My expertise spans various facets of marketing and pre sales including sales forecasting marketing operation, market research, event management/operation, marketing strategy, budget allocation for projects, planning and execution of project-based campaigns.

With a results-oriented approach, I am committed to delivering measurable impact by translating marketing efforts into tangible business outcomes.

EXPERIENCE

Manager, 11/2016 - 02/2023

Cue Learn Private Limited - Bangalore, Mumbai, India
Pre Sales-

- Understand the customer's business, industry, and pain points post conducting research and gathering information to identify potential opportunities.
- Prepare tailored product demonstrations to address customer specific needs and present company specific offers.
- Continuous collaboration with sales team for effective sales closure and throughout customer support.
- Constant market research on products and strategies to help position company offerings as superior alternatives.
- Providing training and educational resources to customers.
- Assist in writing and reviewing sales proposals and contracts as per customer needs.
- Providing valuable feedback and coordinating with product development team to improve customer acceptance rate.
- Using Customer Relationship Management (CRM) software to track interactions and manage leads and opportunities.

Marketing and Communication-

- Oversee the selection, implementation, and management of marketing technology tools (e.g., CRM, marketing automation, analytics platforms).
- Analyse market trends and customer behaviour to identify opportunities and optimise content for SEO and audience engagement.
- Conduct market research to gather information on industry trends and competition.
- Coordinate marketing activities, including events, promotions, and advertising.
- Manage and assist project-based campaign timelines, budgets, strategies, and resources.
- Assist in creating and curating content for various marketing channels.
- Coordinate with cross-functional teams to ensure successful product launches and campaign execution.

Managerial Responsibilities-

- Lead and manage a team of 25 members.
- Conducting yearly appraisal of team members and providing ratings.
- Conducting daily hurdles with team members for work plan of action.
- Involved in the recruitment panel for selecting right talent for marketing and sales department.

HR Recruiter, 02/2015 - 11/2016**Sen Placement - Kolkata, India**

- Conduct in-depth interviews to assess candidates skills, experience, and cultural fit.
- Source, identify, and attract potential candidates through various channels (job boards, social media, referrals, etc.).
- Screen resumes and applications to identify qualified candidates.
- Conduct initial phone screenings to assess candidate fit and interest.
- Coordinate and schedule interviews between candidates and hiring managers.
- Build and maintain relationships with candidates to ensure a positive candidate experience.
- Collaborate with hiring managers to understand job requirements and align candidate profiles.
- Maintain applicant tracking system (ATS) data and documentation.

Senior Customer Care Executive- BD, 04/2014 - 01/2015**Maven Infotech - Kolkata, India**

- Build and maintain strong relationship with B2B clients.
- Serve as the main point of contact for customer inquiries, requests, and concerns.
- Understand the unique needs and goals of each client and provide personalized assistance.
- Develop an in-depth understanding of the company's products, services, and solutions.
- Provide accurate information to customers about product features, benefits, and usage.
- Assist customers in making informed decisions based on their specific needs.
- Track customer interactions and activities using customer relationship management(CRM) tools.
- Communicate effectively with clients through various channels, including phone, email, and online chat.
- Provide regular updates on product enhancements, service changes, and other relevant information.