

MONISHA MAJUMDAR

E-Mail: monishamajumdar@gmail.com

Contact No.: +91 78270 61794

JOB OBJECTIVE

Seeking assignments in Marketing Communication, Brand and Event Management.

PROFILE SUMMARY

- Marketing Professional with more than a decade of experience in Advertising, Content Development, Branding and Marketing Communication
- In-depth knowledge of Client Relationship Management
- Expertise in organizing and conducting customer events and exhibitions in liaison with event agencies
- Proficient in working with PR agency for formulating and implementing media strategy
- Expertise in conceptualizing and creating marketing collaterals
- Proven skills in working with teams with the set parameters
- Excellent in coordinating team, ensuring personal and organizational goal accomplishment
- An effective Communicator with good Presentation and Interpersonal Skills
- Mental health blogger – Blog name – *mindscape.wordpress.com*

CORE COMPETENCIES

Public Relations	Entrepreneurial experience	Brand Management	Advertising
Event Management	International Marketing	Negotiation	Content development
Conceptualizing and creating marketing collaterals	Team building/Team work		Vendor/Agency Management
Internal communications			

WORK EXPERIENCE

Since 2021 - Involved in additional projects of marketing and communications

Role. : Freelancer and partner in advertising agency

- Client interaction – Interaction with clients on regular basis for briefing, execution and feedback
- Conceptualisation – Conceptualisation of campaigns/ads/collaterals as per brief
- Content development and writing
- Developing branding strategy as per brief
- Collaboration of all team members for timely delivery of project
- Understanding training requirements for team
- Problem solving and trouble shooting for smooth completion of projects.

Since 2019- 2021, Founded Freyabox - An e-commerce website for feminine hygiene products

Role : Founder

Website - www.freyabox.com

Took care of the entire chain from conceptualisation , website building, vendor management, pricing, marketing , finance and logistics.

Freyabox concept – This is an ecommerce solo venture that offered feminine hygiene products in a consolidated box on a monthly, half yearly and quarterly basis. It contained products like

1. Sanitary napkins (as per choice of the customer)
2. Disposal bags
3. Hand wipes
4. Hand sanitizer
5. Tea / Coffee sachet (As per customer's choice)
6. Snacks like chocolates, cookies, energy bars among others
7. Free gift

Target market – This box was mainly targeted towards Tier- I and Tier II cities. Age group – 16 to 45 years. Mainly towards women with traveling or active profiles.

Concept - This box provided a hassle free menstruation experience every month as ladies who have a busy lifestyle or a traveling work profile don't have to worry about restocking their products at the right time. Also in Tier II cities women are not comfortable going to medical stores asking for hygiene products. With the Freyabox subscription all the products required are delivered on a timely basis at the location of their choice and at nominal cost.

Website building – The website was designed and coded as per the format required for subscription and with multiple options, keeping in mind target market and its ease of use.

Packaging conceptualisation and production – The size and concept of the outer box along with the internal small sections and boxes. Package was designed to be operational friendly, logistically tough and neat to look at.

Procurement of goods – involved selection of quality products, negotiation, vendor management and timely delivery of products

Strategy – For market entry. In the initial stages done only through social media marketing. Regular posts everyday on Instagram, Twitter and Facebook. (as per budget)

Operations and Logistics – Regular processing of orders and logistics vendor management.

Financing – This was a bootstrap funded project. Self funded.

May '16 - Feb '17 Garage Productions (Start up)

Role: Associate – Marketing & Strategy

- Conceptualization of subjects for 3 website portals of the company. Portals for styling, travel and technical issues.
- Support PR initiatives for company for coverage in media
- Drive promotional events for travel portal in various locations
- Conceptualization of promotional videos
- Content development for the 3 portals
- Drive client communication for portals

Aug '14 - Mar '15 Avery Dennison (India) Pvt Ltd

**Role: Deputy Manager – Marketing communication – South Asia and South Africa
India market**

- Drive relevant and differentiated marketing communication tools to enable exceptional profitable growth for LPM segment
 - Labelexpo 2014 – Acquired more than 280 leads and uploaded them on Salesforce.com and created a campaign for better tracking of leads
 - Printex – Acquired more than 50 leads for sheets business
- Drive sales and profit growth by translating insights into collaterals that give measurable returns
 - Offset business channel program promotion
- Drive relevant and differentiated marketing communications tools to enable profitable growth for Graphics segment
 - Support interior graphics segment with a portfolio eDM
 - Support launch of new product in India with a marketing kit consisting of eDM, sell sheet, data sheet and poster
 - Develop product application know how book to support soft launch of product in India market

South Africa market

- Work with local sales team in SA for support in organizing events being held in SA
- Create eDMs for products for SA market
- Create ads for quarterly trade magazine

APAC Pharma market

- Support Pharma market with a localized Pharma portfolio based on inputs from product managers

Apr'08 – Aug 2014 Metso Minerals (India) Pvt. Ltd., as Senior Marcom specialist

Role:

India market

- **Public relations** – Reputation management and media relations for Metso in liaison with PR agency. Also ensuring press coverage, press release, senior management interviews, press factory visits, contributory articles, preparation of media kit. Also negotiation of contract and price.
- **Event management** – Conceptualization and development of collaterals required for events & exhibitions. Managing event on ground along with agency.

- **Publications** – Content creation, development and editing for customer magazine. Also supervising design and execution of printing & distribution with design agency. Interact with customers and internal stakeholders for production of content and approvals.
- **Advertising** –Conceptualizing, briefing the agency on the concept and work together for the design and also look after ad placement in external publications.
- **Development of marketing collaterals** like brochures, direct mailers, capability documents, posters etc as per design guidelines in liaison with design agency. Interact with various stakeholders and product heads for content development and approval.
- **Website development and maintenance** – Work with agency and global team for development of website and its maintenance including content management and design modifications.
- **Internal communications** plan development and execution in liaison with HR team in India head office and other branches. Conduct internal campaigns and as per plan.
- Positioning new products or re packaging existing products to Development and execution of marketing campaigns for launching product into market.

Oceania market

Entry level marketing plans for 7 countries including Singapore, Philippines, Korea, Japan, Vietnam, Malaysia, Indonesia, Thailand, Laos and Kambodia

- Development of electronic direct mailers and getting them translated into 4-5 languages through translation agency
- Coordinating events and exhibitions and development and execution of collaterals required for the event
- Conceptualization and development of advertisements for Korea and Philippines markets ● Development of editorials for magazines in Korea & Philippines markets
- Development and regular mailing of service newsletters in 4-5 languages to dealers and customers.

Other responsibilities

- Working with marcom team from headquarters (Helsinki) for development of global services campaign
- Development of brochures and Direct mailers for Europe, middle east & Africa (EMEA) markets ●

Working together with global team for complete overhaul and launch of new intranet ● Budget sheet maintenance

- Industry trend tracking through media reports, survey results and consultation with business intelligence team and utilize them to build market driven focused tools for specific products & services.

HIGHLIGHTS

- Successfully managed a New Product Launch Event in Thailand, 2012
 - Act as a Global Project Partner in Intranet Customization Project , in Finland, year 2010
 - Took vital steps for the successful completion of a product marketing campaign ●
- Undertook initiative in regards to the digital marketing activities
- Increasing publicity of customer magazine through content & design modification

TECHNICAL SKILLS

- Proficient in MS-Office, working knowledge of the internet as well as intranet based software ●
- Salesforce.com
- ActOn

EDUCATION

2008 **PGDBM** (full time) from Institute of Marketing and Management, AICTE Board, New Delhi
 2006 **BBA** from Jagannath International Management School (JIMS), New Delhi 2003 **12th**from
 Laxman Public School, CBSE Board, New Delhi
 2001 **10th**from Green Fields School, CBSE Board, New Delhi

TRAINING

Organization : Radico Khaitan Pvt. Ltd.
 Duration : 6 months

Organization : Luxor Writing Instruments Pvt. Ltd.
 Duration : 8 weeks

Key Learning

Successfully learned the concepts of Recruitment

- Received extensive training in rounds of selection and managing employee records

ACHIEVEMENTS

- Successfully completed creative writing course from British Council in 2008
- Achieved merit in HRM from Cambridge University Advanced Business Module in 2006 ● Secured

Certificates for highest marks in cost accounting and computer practical subjects ● Consistently won first position in group dance for 3 years during graduation in Delhi from 2003 - 2006 ● Shown good presentation and communication skills at School level

PERSONAL DETAILS

Date of Birth : 21st January 1986

Languages Known : Hindi, English, Bengali and French

Contact Address : New Delhi