

Riyanka Basu Chatterjee

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In pursuit of challenging and enriching middle managerial assignments in **Sales& Marketing/ Brand Management/ Business Development** with an organization of high repute.

PROFILE SUMMARY

- Adept in **initiating & developing relationships with key decision-makers** in target organizations for business development
- Deftness in devising and implementing activities aimed at ensuring effectiveness of operations, realization of sales & business promotion targets, with key focus on ROI
- A **proactive learner** with a flair for adopting emerging trends and addressing industry requirements to achieve profitability Norms
- An **effective communicator & negotiator** with strong analytical, problem solving and organizational skills

CORE COMPETENCIES

- Executing profitable & productive business relationships and building an extensive client base with distinction of accomplishing multi-fold revenue increase.
- Adhering to all company policies, procedures and business ethics codes while ensuring that they are communicated and implemented within the team.
- Increasing demand in the market by implementing consumer loyalty programs/ strategies to improve the product awareness in markets.
- Overseeing complete business operations with accountability of profitability, forecasting monthly/ annual sales targets, & executing them in a given time frame.

WORK EXPERIENCE

July 22 to Current Date with Kotak Life Insurance (Designation Management)

Recruitment of Partners and Insurance Advisors and Management of the same.

Sep 2011-2017 with TCS as Process Associate

January 2018- 2021 December with TCS as Senior Process Associate

SUMMER INTERNSHIP

Organisation : Keventer

Title: A Complete Study of (Fruit Based Drink) Frooti, Appy Fizz and B Fizz in North and South Kolkata"

Period: July'22 to Aug'22

ACADEMIC DETAILS

2023	MBA in Marketing and Business Analytics from Bharatiya Vidya Bhavan Institute of Management Sciences
2009	Bachelor of Arts-English Honors from Calcutta University

ITSKILLS

Operating Systems:	Windows 10
Software Packages:	MS Office (Word, Excel and PowerPoint)

PERSONAL DETAILS

Date of Birth:	29 th March, 1988
Contact Address:	F-43 Jayshree Park, Kolkata, PIN Code - 700034, West Bengal
Languages Known:	English, Hindi and Bengali