

Himashree Sarma

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Seeking an opportunity to grow and perform in a company that provides overall development.

Experience Summary:

➤ Brands Impact- Start Up Brands Consultancy to till date	Associate Strategist	February 15 2015
➤ Brands Academy- Parent Group of Brands Impact January 2015	Client Relationship Manager/BDM	January 2014 to
➤ Adianta School for Leadership & Innovation to November 2013	Research Intern- Social Media	July 2013
➤ Brands Academy 2012 to February 2013	Business Development Executive- internship	January
➤ Ram Manohar Lohia Hospital 2011 to December 2011	Field Research Executive	September
➤ Kutumb (NGO)- Short Term programme November 26, 2006	Team Manager	November 15 2006 to

PROFILE SYNOPSIS

- Master of Philosophy (Sociology) from Jawaharlal Nehru University.
- Two years experience in Secondary data analysis (Qualitative) and dissertation writing.
- Proficient in conducting interviews, report writing, content management, lead generation strategizing to maximize output and drafting scripts.
- Managing the wide spectrum of tasks, handling team, pushing monthly, weekly and daily sales target, corporate development activities, and customizing brand activation solution for clients' need.
- An effective communicator with excellent relationship management skills and strong analytical, problem solving and organizational abilities.

AREAS OF EXPERTISE

- Develop, direct and control the strategic and operational framework for each event of the organization.
- Provide training to new recruits about the concept of every event and push toward achieving monthly sales target.
- Handling large data bases of clients.
- Speedy resolution of queries & grievances to maximize satisfaction level of Clients. Networking & Branding.
- Skilled in people management and project management.
- Managing event logistics and working with various vendors for event related activities.
- Strong communication and interpersonal skills.
- Efficient in Time Management and Critical analysis.
- Efficient in MS Office, Powerpoint, and Google Documents.
- Handling social media sites, like facebook, twitter, linkedin, etc.
- Fluent in English, Hindi and Assamese.

KEY RESPONSIBILITY AREAS IN ORGANISATIONS

Brands Impact: Start up Brands Consultancy (Joined: February 15, 2015) - Full Time

- Online survey of data
- Pitching clients about various branding concepts
- Lead generation
- Revenue generation
- Social media updates
- Drafting Event project scripts
- Participate in client meetings as required
- Team and office management
- Training of juniors

Brands Academy (January 2014 to January, 2015) - Full Time

- Online survey of data
- Pitching clients about various branding concepts
- Lead generation
- Revenue generation
- Maintaining the existing clientele of the company
- Expectation management between the company and the client
- Understanding the requirements of the clients

Ram Manohar Lohia Hospital (September 2011 to December 2011)- Full Time

- Interview
- Field Analysis
- Report Writing

INTERNSHIP/TRAINING

Company: Adianta School for Leadership & Innovation- Part Time

Duration: 3 months

Role: Social Media Intern

Industry: Education and Media

KRAs: Handling Social Media Activities, Secondary Research on innovative education, Blogging

Company: Brands Academy- Full Time

Duration: 1 Year

Role: Business Development Executive

Industry: Sales & Marketing

KRAs: Developing business strategies, Lead generation, online survey of data, Client Servicing

Company: Kutumb- Part Time

Duration: 11 day training

Role: Team Manager

Industry: NGO

KRAs: Team Manager for a short term programme "Goal of Life".

EDUCATIONAL QUALIFICATION

Higher Secondary	SEBA	2004	81%
Senior Secondary	CBSE	2004-06	89%
Graduation	Delhi University	2006-09	59%
Post Graduation	Jamia Millia Islamia	2009-11	65%
M.Phil	Jawaharlal Nehru University	2012-14	A Grade

PERSONAL DOSSIER

Date of Birth	:	June 30, 1987
Present Address	:	Malviya Nagar, New Delhi
Marital status	:	Unmarried
Languages Known	:	English, Hindi, Assamese
Preferred Job Location	:	Mumbai
Current CTC	:	5.2 Lakhs p.a (Fixed + Variable)

I, hereby, declare that the above information is furnished to the best of my knowledge.

Place: New Delhi

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