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**Moumita Mitra — [msthanapati@gmail.com](mailto:msthanapati@gmail.com) — +91 9488605208**

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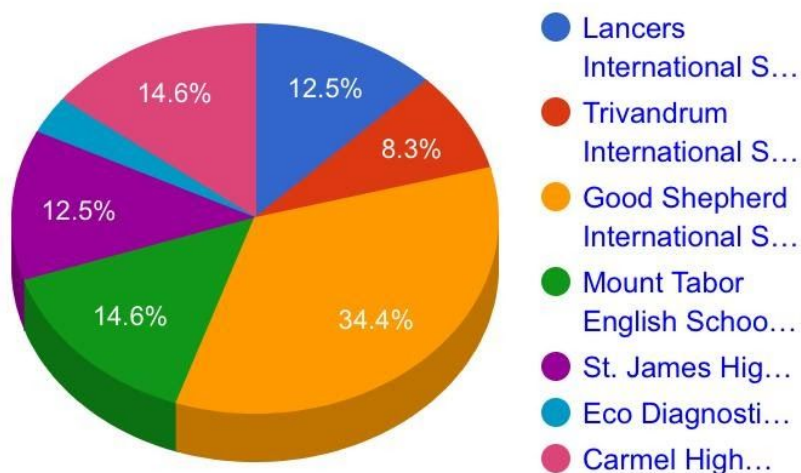


## PROFILE

**Name:** Moumita Mitra  
**Date of Birth:** 24th August 1979  
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## SUMMARY STATEMENT

Above 15 years of total experience and working knowledge in the field of Education and Administration. General abilities to be an excellent ambassador for an organization keeping in mind all stakeholders and its professional standards.



## **WORK HISTORY**

### **Lancers International School**

(Affiliated to Cambridge, IB, IAYP / Duke of Edinburg Award, British Council International School Award)

DLF Phase V, Sector 53, Gurugram-122001, Haryana, INDIA

**From August, 2018**

**Role: Looking after Admissions Counseling, Communication, Sales-Marketing and Promotion.**

### **Trivandrum International School**

(Affiliated to CIE, IB, RSIC, TAICI, CISCE, IAYP / Duke of Edinburg Award, British Council International School Award)

Edackode P O, Korani, Trivandrum-695 104, Kerala, INDIA

**June, 2017 – July, 2018**

**Role : Looking after Admissions, Communications, Marketing, Promotion, Branding and Public Relation**

### **Good Shepherd International School**

(Affiliated to CIE, IB, CISCE, IAYP/ Duke of Edinburg Award, NEASC, NAVIANCE)

M. Palada, Ootacamund, The Nilgiris, Tamil nadu, India

**November, 2012 – May, 2017**

**Role : Looking after Admissions, Marketing and Promotion.**

### **Mount Tabor English**

Meppadi, Wayanad, Kerela

**October 2010 – October 2012**

**Role : Biology Teacher for High School**

### **St James High School**

Benaguri, Jalpaiguri, West Bengal

**December 2008 - September 2010**

**Role : Biology Teacher for Grade XI and Grade XII**

### **Eco Diagnostic Centre**

Chowringhee, Kolkata, West Bengal

July 2006 - January 2007

Trainee Biochemist in Pathology department

### **Projects Handled**

- A) STUDY & DETECTION OF HUMAN HAEMOGLOBINOPATHIES
- B) SERUM ELECTROPHORESIS & PROTIEN ELECTROPHORESIS
- C) ISOLATION OF HUMAN GENOMIC DNA FROM WHOLE BLOOD
- D) ISOLATION OF BACTERIAL DNA BY QIA AMP DNA ISOLATION
- E) POLYMERASE CHAIN REACTION (PCR) TECHNIQUE
- F) AGAROSE GEL ELECTROPHORESIS
- G) DIAGNOSIS OF HUMAN DISORDERS BY PCR TECHNIQUE

### **Carmel High School**

Jadavpur, Kolkata, West Bengal

**June 2004 - June 2006**

**Role : Biology teacher for classes IX & X (part time)**

### **EDUCATIONAL QUALIFICATIONS**

PG Certificate on Digital Marketing from MICA in collaboration with UpGrad

MBA - Bharatiar University, India (currently enrolled)

M.Sc (Masters in Bio-informatics) – Sikkim Manipal University, India – completed in July 2006 with 76%

B.Sc (Bachelors of Science) - University of Calcutta, Kolkata, India - completed in May 2004

Higher Secondary (10+2) - West Bengal Board of Higher Secondary Education - Shri Shikshayatan School, Kolkata, India - completed in June 1999

Madhyamik (class 10) - West Bengal Board of Secondary Education - Carmel High School, Kolkata, India - completed in July 1997

### **ADDITIONAL TRAINING**

Intensive training on '*Molecular & Medical Genetics in Syndromic Diseases & Thalassaemia Diagnosis*' under Prof. Dr.Susilchandra Pal, *Medical Geneticist from Human Genetic Engineering Research Centre.*

Part of Continuum Evaluation Programme at Lancers International School.

### **SUMMARY OF QUALIFICATIONS**

- Effective supervision, managerial and time management skills, including attention to detail, accuracy and multitasking.
- Advanced level of marketing skills.
- Excellent communication skills combined with analytical and attentive nature.
- Strong interpersonal skills and ability to relate to all groups within and outside the organization.
- A strong sense of corporate, personal loyalty and a keen work ethic.
- Good influencing skills, team player and maintain a professional attitude.
- Enjoy taking responsibility and deliver on schedule to a high standard.

## PROFESSIONAL SKILLS

- Operations
- Sales and Marketing
- Promotion
- Brand Management
- Customer Relationship Management
- Counselling and Communication
- Knowledgeable in computer skills
- Public Relations

<b>Sales and Marketing</b>	Credited the best team member to increase the school strength by 35 %. Driving the school revenue up by increasing the potential number of long term clients.
<b>Sales</b>	Acquired above 250 annual admissions, a record not challenged till date in the entire history of the organisation.
<b>Marketing</b>	Implement market analysis and market intelligence to reinforce school's marketing plans. Managing all marketing collateral and teaming with the advertizers, SEO, WEB designers, developers and printers (both in-house and external).
<b>Promotion</b>	Representing and promoting the School at national and international exhibitions. Oversees activities and events including but not limited to, School Tours, Open Days, Presentation Night, Information Evenings, Building Openings, and Alumni Functions.
<b>Brand Management</b>	Updating and implementing Branding Guidelines as required
<b>Customer Relationship Management</b>	Effective verbal, written, e- marketing communication and liaison with all stakeholders
<b>Counselling</b>	Establish open communication and counselling with parents at all levels.
<b>Public Relations</b>	Front face for public relations
<b>Education and Training</b>	Teaching educating and training students of age group 14 to 19 years

## OTHER INTEREST

- Sports – Equestrian, Lawn Tennis, Golf, Chess, Badminton.....
- Enthusiast – Watching Movies, Reading Novels, Ballroom dancing, culinary, gardening, working with others towards challenging goals .....
- Languages familiar with - English (speaking, reading, writing), Hindi (speaking, reading, writing), Bengali (speaking, reading, and writing), Tamil, Malayalam, Assamese, Nepali.....
- Non-Technical Skills - Friendly and good in teams or as an individual; attention to detail; multitasking, ability to learn quickly and an eagerness to do well in any field I work in.
- Computer Skills - Proficient on a computer; familiar with software programs such as Microsoft Word, Excel, Outlook, Basics, PowerPoint, etc.

References will be shared post-selection on request.

