

Susrita Sarkar

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Address

Nalasopara
Mumbai, Maharashtra



Profile

Experienced professional proficient in finance and social media. Skilled in leveraging financial data for strategic decision-making and utilizing social media platforms to enhance brand visibility and engagement. Adept at multitasking and delivering results in fast-paced environments. Passionate about driving business growth through innovative approaches.

Work Experience

EduCare Taiwan * WFH * Taiwan

Social Media Marketing Manager

04/2023 – 02/2024

- Developed and executed comprehensive social media marketing strategies to increase brand awareness and drive engagement on multiple platforms.
- Managed and analyzed social media performance data to optimize campaign effectiveness and reach target KPIs.
- Collaborated with cross-functional teams to create engaging content, including graphics, videos, and written copy, that resonated with target audiences,
Software programs used - Filmora , Canva.
- Cultivated relationships with influencers and industry partners to amplify brand messaging and expand reach to new audiences.

MiDigiworld * Mumbai * India

Accounts & Operations Executive

11/2020 – 02/2023

In charge of managing and supporting the ledger team.

- o Accurate financial information to colleagues and senior managers
- o Identifying areas for cost-cutting and improvement.
- o Ensuring that all financial controls for the division are met and adhered to at all times.
- o Giving advice, guidance, and support on all financial matters to the Company Directors
- o Create, maintain, and communicate detailed reporting models to assist and track daily operations
- o Ideated overall flow for Talent acquisition, from data collection to onboarding of the candidate and expert.
- o Perform resource planning, Deployment, Tracking, and Reporting for a team
- o Directed day-to-day operations by spearheading the implementation of short-term and long-term strategies to achieve business plan and profitability goals.
- o Assigned to a high-profile celebrity for a master class on the MIDIGI WORLD platform, responsible for gathering all correspondence (Shortlisting, Price Negotiation) and giving the client a detailed summary of everything.

S B Enterprises * Mumbai * India

Accounts & finance executive

03/2018 – 05/2020

- o Handling Payments to Employees.
- o Preparing Quotation for vendors using MS Excel and MS Word as per requirement
- o Prepared and sent sample bills to vendors to finalize the cost of the job.
- o Maintained and prepared written GST Bill
- o Coordinating with CA and handling all taxes of the company
- o Handling and maintaining records for Payments of creditors

Skills

Content creation	Professional
Analytics tracking	Professional
Strategic planning	Professional
Community engagement	Professional
Filmora	Professional
Canva	Professional
Microsoft apps	Professional

Strengths

Strategic planning ▪ Creative content ▪ Data analysis ▪ Engagement optimization ▪ Brand development ▪ Social media trends

Hobbies

Exploring distant lands ▪ Getting lost in a good book ▪ Capturing moments ▪ Feeling the music

Education

Sydenham College of Commerce & Economics ▪ Churchgate
Banking & Insurance
CGPI - 8.5

Sydenham College of Commerce & Economics ▪ Churchgate
Banking & Finance
CGPI - 9.1