

# ANGSHUMAN CHATTERJEE

Mobile: xxxxxxxxxx ~ E-Mail: xxx@live.com/ xxx@yahoo.com

## JOB OBJECTIVE

Seeking entry level assignments in Marketing & Business Development with an organization of high repute, preferably in FMCG sectors

## PROFILE SUMMARY

- PGPM professional with 8 months of experience in Marketing, Event Management, Merchandising, Institutional Sales, Client Servicing & Competition Analysis in FMCG sector
- Expertise in directing organisations in the visioning of a marketing strategy, creating and positioning brands, determining strategic business direction and executing plans
- Exceptionally well organized with a track record that demonstrates self motivation, creativity and initiative to achieve both corporate and personal goals
- Deft in handling priorities, with a bias for action and a genuine interest in personal & professional development
- An enterprising individual with good interpersonal skills & willingness to learn

## CORE COMPETENCIES

### Marketing & Key Account Management

- Designing & implementing marketing plans for augmenting the business volume by enhancing brand visibility
- Driving sales initiatives to achieve business goals & conducting competitor analysis to tack the market trends

### Marketing Communications

- Networking with media personnel and establishing long-standing associations with them
- Coordinating with advertising agencies for developing communication plans based on specific Media Objectives

### Business Development

- Developing new clients and negotiating with them for securing profitable business
- Organising promotional programs & participating in exhibitions for greater brand visibility

### Brand Management / Advertising

- Framing strategies for establishing greater awareness about company & its products
- Building brand focus and handling appropriate media selection for advertising new product launch campaigns

## ORGANISATIONAL EXPERIENCE

Since Apr'12 with Deborah Milano India Pvt.Ltd., Mumbai as Marketing Executive

### Role:

- Recognizing and defining marketing opportunities & evaluating marketing actions
- Supervising marketing performance, comprehending marketing as a process, exploring new avenues for business & drafting memorandum of understanding (MOU's)
- Analyzing new product in every aspect strength & weakness to check future sustainability
- Bringing new product in the existing market, generating brand awareness by organizing events & collaborating with other brand partners
- Serving as In-charge of the entire digital marketing for the company that includes all major social networking sites & e-commerce partners
- Dealing with all the e-commerce portals on every aspect i.e., commercials, products, new launches, etc.
- Overseeing monthly promotional offer design and designing monthly promotional offers to boost sales
- Arranging & executing major events to boost brand awareness in the market
- Carrying out monthly performance tracking of all business avenues & conducting analysis of product to further improve on sales and to stock fast movers based on the performance so as to reduce inventory cost

## EDUCATION

- PGPM from IBS, Gurgaon (affiliated to ICFAI Foundation) in 2012 (Secured 7.71 CGPA)
- B.Tech. (Computer Science) from S.D College of Engineering & Technology (affiliated to Uttar Pradesh Technical University) in 2009 (Secured 66 %)
- XII from Springer Public School (ISC Board) in 2003 (Secured 56%)
- X from Springer Public School (ICSE Board) in 2001 (Secured 61%)

**IT Skills:** Well versed with MS Office Suite (Word, PowerPoint & Excel), Windows 95, 98, 2000, Me, Xp, Vista, 7, Programming Languages (JAVA, C, C++, HTML), Database Management (SQL) & Adobe Photoshop

## SUMMER INTERNSHIP

**Organization:** Sahara Prime City Limited  
**Duration:** 14 weeks  
**Title:** Project Appraisal for Sahara City Homes Lucknow

## ACADEMIC PROJECTS

**Title:** Determining project's economic and financial feasibility  
**Title:** Architectural Process Flow of the entire project  
**Title:** Tender Analysis & Indent Creation

## OTHER ACCOLADES

- Acknowledged for starting Java Club in Engineering College
- Served as:
  - Captain of Inter-College Cricket Team in 2008 & 2009
  - Core Committee Member of IT Club in IBS Gurgaon
- Accredited with the Gold Merit Certificate for organizing Blitzkrieg 2010 at IBS Gurgaon

## PERSONAL DETAILS

Date of Birth : 27<sup>th</sup> May, 1986  
Linguistics Abilities : English, Hindi and Bengali  
Address : A3/410, Near Alaknanda Market, Kalkaji, New Delhi - 110019