



# PRITY JHA

## Bachelors in Advertisement, Sales promotion & Sales management

### KEY COMPETENCIES:

e-Commerce execution & management  
Advertising, and Sales marketing  
Marketing research and assessments  
Effective Communication  
Great team worker & collaborator

SAP | Excel | PowerPoint

### EDUCATION:

#### BACHELORS DEGREE

Bachelor of Advertising, Sales management & Promotion  
Calcutta University, 2020

#### HIGH SCHOOL

Higher Secondary in Arts  
Maheshwari Girls School  
West Bengal Higher Secondary Board  
76%

### SUMMARY

Class of '20 graduate with Bachelors in advertisement, sales promotion and sales management, with deep passion for marketing, advertising, brand creation and customer fulfillment roles. I have worked with Vega Industries as eCommerce Executive for 2 months.

Looking forward to exciting full-time opportunities.

### WORK EXPERIENCE & TRAINING

#### eCommerce Executive, Noida, India

Sep-Nov 2020 | Vega Industries

- ★ Responsible for eCommerce order management across multiple platforms.
- ★ Gathering Customer demand towards Inside supply process management, and fulfillment.
- ★ Data Analysis for market growth and Product lifecycle management.

### INTERNSHIP & TRAINING

- ★ Interned in Marketing at HB Designs, Kolkata to carry out Brand research, Customized designs, Market surveys to assess customer sentiment and carve out the go-to market strategy
- ★ Trained with British Council for Effective English oratory and listening skills
- ★ Certified in training modules on Basic computing, MS OFFICE Suite (Excel, PowerPoint, Word)
- ★ Completed multiple market research projects during Graduation:
  - Lakme vs Revlon (Customer penetration & analysis of market leadership)
  - Emotional color application of Lakme
  - River

### OBJECTIVE STATEMENT

*Seeking full time assignments in Marketing, sales management, product promotions, Inside Sales and Customer fulfillment roles.*



### ABOUT ME

I am a 2020 graduate, looking for full time opportunities to further my learning and career growth, also, thereby applying my educational skill-set in an industrial setup

### CONTACT



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### INTERESTS

Events & Branding

Languages

Team-work

Marketing

Customer Surveys

### HOBBIES



### SKILLS

Attentive Listening & Effective Oral  
Communication skills

Punctuality & timeliness

Teamwork and collaboration

Prity Jha

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