

# CURRICULUM-VITAE

## Soumitha Biswas Ghosh

### Bachelor of technology,

Computer Science  
From JNTU, Hyderabad

### Masters in Business Administration,

Marketing  
From Indus Business Academy,  
Greater Noida

### Permanent Address

Tower 2 / House No. 1002  
Park View Residency, Palam  
Vihar, Gurgaon – 122017  
Haryana  
Phone : **+91-9899486825**

### E-mail:

soumithabiswas@gmail.com

### Personal Data

Mother's Name: Mrs. Bandana  
Biswas  
Father's Name : Mr.R.M  
Biswas  
Date of Birth : 25 Oct 1986  
Nationality : Indian  
Sex : Female

### Interests & Passion

- Travelling
- Photography

### Languages Known

- Bengali
- English
- Hindi
- Telugu

### OBJECTIVE

Looking for a responsible job to reach acme of my career, harping on my current skill sets; take up challenges that will help me evolve as an valued performer and an asset for my team.

### WORK EXPERIENCE ( March 2014 – Aug 2015) : -

Worked with **10MinutesTo1** (Gurgaon)

### Key Responsibilities:-

Responsible for managing new and existing accounts and developing them to their full potential to ensure consistent recurring revenues. Also in charge of providing clients with a service that continually delivers significant value and meets their needs.

- Client Servicing, Concept & Strategy development,& Operations
- Activation, Planning and content development
- Production & Designing, Media Planning & Corporate Communication.
- Develop 360° campaigns for Brand Positioning on Television, Radio, Print, Digital ensuring 100% satisfaction
- Coordinate with clients to plan and create of Stalls and Stage Events for special occasion
- Managing, motivating and helping the team of Executives to ensure their productive development
- Manage phone calls, e-mails and handles all level of communications with affiliates
- Work closely with the advertising, creative and media agency to develop and execute relevant creative and media plans that help achieve the business objectives
- Always take care of arranging gifts for the clients and media at special and auspicious occasions to maintain long term connectivity

### PREVIOUS WORK EXPERIENCE (May 2012- Feb 2014):-

Worked with **SPAG Consultant Pvt. Ltd** (Gurgaon)

### Key Responsibilities:-

- Learning and Identifying new opportunities and strategies from various categories on television, radio, print, digital, outdoors and on ground initiatives to leverage regional and national campaigns
- Produced and supervised production of collateral materials, such as multi-media brochures, print brochure and press kit

- Ensuring that proper procedures and practices are in place so that maximum efficiency is achieved
- Developed and implemented internal communication program including design collaterals, campaigns, events, marketing calendar for all marketing-led plans for ensuring its execution in terms of advertisements, promotions etc. Provided information to trade bodies
- Vendor Management, negotiations & Business outsourcing
- Developed strategies and plans to grow volume within key accounts like Apala, Modi Naturals, Eye-Q Hospitals, Idea, Global Health Strategies etc

## **PREVIOUS WORK EXPERIENCE (Feb 2011 – May 2012):-**

### **Key Responsibilities:-**

- Worked with brands like UNICEF, FLY Mobiles, Videocon, Llyod, Anmol Bakers, dmart Exclusif, @home, Mad over Donuts etc.,
- Developing ideas and opportunities for feature articles, presentations, and other public relations activities that promote awareness of products & services
- Coordinating with Digital vendors for developing communication plans to realize the organization's objectives and analyzing post communication impact; staying abreast of new communication tools and using them effectively

### **PROJECTS UNDERTAKEN:-**

- Provided creative oversight for construction and content for My Big Plunge website
- Managed internal communication for Hindustan Powerprojects Pvt. Ltd including design collaterals, campaign ideas, events, marketing calendar for all marketing-led plans for ensuring its execution in terms of advertisements, promotions etc. Enhancing brand visibility and strengthening brand positioning along with developing strategy, maintaining consistency in communication
- Managed and ideated campaigns for ACME Idea Factory Facebook, Linkedin and Twitter page
- Worked with brands like UNICEF, FLY Mobiles, Videocon, Llyod, Anmol Bakers, dmart Exclusif, @home, Mad over Donuts, Bharti Airtel, Walmart etc.,

### **TECHNICAL SKILLS:-**

- Facilitating the strategic communication process to leverage the benefits of multiple communication resources supporting corporate objectives
- Managing the entire gamut of pre marketing activities for successful launching of new products; conceptualizing promotional materials, advertisements, packaging, brochures, etc
- Searching advanced Innovative things to minimize cost
- Managing workflow process across events and activations handled by negotiating contract agreements and overseeing operational issues to maintain or lower project costs

## **ACADEMIC QUALIFICATIONS:-**

**2009-11:** Masters in Business Administration from Indus Business Academy

**2004-08:** Bachelor of Engineering in Computer Science from JNTU

**2004:** Senior Secondary School from Vikas College with 62%

## **OTHER INFORMATION:-**

- Able to communicate at different levels in the organization by my effective communication skills
- Good listener with an attitude to be patient and effect evaluated decision making
- I am hard worker, sincere, self-motivated & confident person who is capable of doing a good job & feel the desire to experience new opportunities in a fast growing business environment

## **DECLARATION:-**

**I hereby declare that the above information is true and correct to the best of my knowledge & belief.**

**Place: Gurgaon**

**(Soumitha Biswas Ghosh)**

**Date:**