

SHARMITA DAS

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Based in West Bengal and ready to see the world, I am a person always looking out for new experiences. For me, learning has no end and development has no age bar. My goal in life is to become a successful Media Professional working for a company that has an interesting work structure and have limitless opportunities to learn.

CURRENT WORK EXPERIENCE

Brand Manager at Czarr Innovations – Handling ITC Sonar, The Fern Residency, The Tipsy Bull, CREDAI, Indera Textiles among many others.

PREVIOUS WORK EXPERIENCE



PUBLICITAS OOH MEDIA PVT. LTD, KOLKATA

Account Executive, OOH, December 2015 – December 2016

- Acquire new clients for the company and look after business development.
- Represent the company during meetings.
- Pitch the client to win new business.
- Work with multiple vendors and create mutual contact with them.
- Create plans and proposals for clients and present them with the same.
- Negotiate rates and location with client and vendor.
- Advise client on selection of media vehicles, creatives, printing houses, etc and plan accordingly.
- Follow up with clients during campaigns to check their requirements.
- Clients Handled: ABP, Srijan Realty, Zee Bangla, Sangbad Pratidin, Pantaloons.





TINYOWL TECHNOLOGY PVT. LTD, MUMBAI, MAHARASHTRA

Quality Auditor, Selections and Operations, March 2015 – November 2015

- Audit and verify content and images that goes live on the mobile app.
- Maintain MIS Tracker, create spreadsheets and documents for presentation.
- Manage the content team and image editing team.
- Creating customer survey questionnaires and doing the survey by conversing with various customers all over the country.
- Creating reports and maintaining updates coming from agencies.
- Named the **Best Employee** of the Month.

EXPERIENCE IN MEDIA & PUBLIC RELATIONS

- Freelance Content Writer at **Thatscoop.com** & Blogger at **Tripoto.com**.
- Interned with **Public Relations Society of India, Kolkata Chapter, (PRSI)** for two months and later joined the same.
- **Interviewed** several celebrities while interning with PRSI, Kolkata Chapter.
- Wrote **blogs, features and online news stories for the PRSI website**.
- Administered and **managed a team of 11 for Engage**, the biggest **digital media summit** in India, organized by PRSI.
- Worked with Fame Per Second (FPS) as a **Social Media Executive**.
- Worked with the following brands as an SME - **TTIS, Times of India, Indian Super League & The Telegraph**.
- Tabulate the weekly **post reaches, expenditures on paid posts** and report to the authorities while working with FPS.
- Interned with **Indian Railways, Eastern branch** as a **PR Executive**.
- Wrote **press releases** for Indian railways.
- Worked as a **Surveyor** on behalf of **PR Hub** for the brand **Borel India Pvt. Ltd**.
- Worked as a **Surveyor of British Council** and **represented** them on a one month survey on Sarva Shikshya Abhijaan, West Bengal.
- Worked with the **Event Management** team for All India Doctor's Meet organized by the **Cardiological Survey of India**.
- Assisted the director Mr. Supriyo Sengupta for his film Final Mission, (Tollywood).

- **EDUCATION**

- Post Graduation Diploma in Mass Communication from Jadavpur University.
- Graduate in BSc. Mass Communication, Advertisement and Journalism, from ISB&M School of Communication, Kolkata, under PTU University.

SEMINARS AND TRAININGS

- Attended several press conferences at MCCI (Merchant's Chamber of Commerce, India).
- Attended PR training sessions for two weeks under Indian Railways.
- Attended the All India PR Summit organized by PRSI in Rajasthan.
- Attended a two weeks training session of British Council on how to conduct surveys and how to deal with legal aspects before doing any survey.
- Worked for INFOCOM 2014 organized by ABP and ENGAGE 2014 organized by PRSI.

SOFT SKILLS

- MS Word, PowerPoint, Office, Excel, etc.
- Open Office.
- Adobe Photoshop, InDesign, Pagemaker, CorelDraw.
- Blogging.
- Photoscape.
- Audacity.

ADDITIONAL SKILLS

- Photography.
- Creative writing.

HOBBIES

- Singing.
- Writing stories, songs and poems.
- Travelling.
- Theatre.