

# **Curriculum Vitae**



## **PERSONAL DETAILS:**

**NAME** : **ISHITA RAHUT**  
**FATHER'S NAME** : Late Ajay Kumar Rahut  
**MOTHER'S NAME** : Madhumita Rahut  
**DATE OF BIRTH** : 08.02.1992  
**NATIONALITY** : Indian  
**PERMANENT ADDRESS** : Rahut Building, Babupara  
Po. & Dt.- Jalpaiguri  
Pin- 735101

## **CONTACT INFORMATION:**

**E-MAIL ID:** ishita.rahut.ir@gmail.com

**PHONE:** 8967611968.

**ADDRESS:** C/O Satya Ranjan Saha,  
Ground Floor,  
3/2 Chittaranjan Colony,  
Jadavpur,  
Kolkata-700032.

**CAREER OBJECTIVE:** Expect to begin with an executive position in Marketing Department of an organization and gain knowledge in this domain, and also utilize my communication, theoretical marketing knowledge and customer service skills in order to increase productivity within an organization. Also use my previous sales and marketing skills for the benefit of the organization.

## **PERSONAL TRAITS:**

- Strong analytical and logical skills
- Good written and verbal communication skills
- Good presentation skills
- Friendly and social
- Willingness to learn
- Can easily adapt to any environment
- Hard Working
- Knowledge and experienced in Marketing, Advertisement, Branding and Sales Promotion

## **AREAS OF CONCENTRATION**

### **M.B.A.**

**Major: Marketing**

**Minor: Human Resource**

## **ACADEMIC QUALIFICATION:**

<b>Examination</b>	<b>Year of passing</b>	<b>Institution</b>	<b>Board/University</b>	<b>Y GPA/Percentage</b>
MBA	2017	Institute of Engineering and Management	Maulana Abul Kalam Azad University of Technology(WBUT)	7.44
B.A	2014	Ananda Chandra College	North Bengal University	46.41
12 <sup>th</sup>	2011	St. Joseph's High School	I.S.C	62.5
10 <sup>th</sup>	2009	St. Joseph's High School	I.C.S.E	75

## **COMPUTER PROFICIENCY:**

Operating System : Windows-98/XP/7/8/8.1/10

Office Tools : MS-Word, MS-Excel, MS-PowerPoint.

Knowledge about SEO, SMO, Google Analytics, Digital Marketing, Content Management System.

## **CERTIFICATIONS:**

➤ Google Digital Marketing Certified

## **LINGUISTIC PROFICIENCY LEVEL:**

<b>Language</b>	<b>Read</b>	<b>Write</b>	<b>Speak</b>
English	YES	YES	YES
Hindi	YES	YES	YES
Bengali	YES	YES	YES

## **WORK EXPERIENCE**

### **PROFESSIONAL EXPERIENCE:**

#### **Current Organization**

**Organization** : Avant Garde Omnimedia  
**Duration** : April 10<sup>th</sup> 2017 – present  
**Designation** : Sales and Marketing Manager  
**Location** : Kolkata

**Responsibilities Handled:** Worked under Head of Marketing, in securing leads and converting them into potential clients. Handled various Branding, Marketing, SEO SMO, Web Development, Content Management System, Digital Marketing activities of various companies like Tata Nest- In, Skippers, Tata Shaktee, Tata Agrico, Rupa Euro Fashions, Srijan Realty Group, The Thai Spa, Eye Catchers, Max Cement, Realty Corpus, SilverJet Cruise etc.

**Reported to** : Marketing Head & Owner

#### **Previous Experience**

**Organization** : Delta Event Management Pvt Ltd.  
**Duration** : 13 months (MAY-2014 TO JUNE 2015)  
**Designation** : Business Development Executive  
**Location** : Kolkata

**Responsibilities Handled:** Worked under Business Development Head, in securing event contracts and converting leads into potential clients, coordinated various events such as market research, distributor promotions, school promotions and mall promotions for many renowned brands such as Seagrams, Reliance, Pepsi, Colgate, Abbott, ITC (Ashirwad Atta) and secured event contracts from companies such as, R-factor Pvt. Ltd, Ventures PVT ltd, DDB Mudra Group, Sparkle Events Pvt. Ltd., RLB Wellness Pvt. Ltd.

**Reported to** : Business Development Head & Co- Owner

### **SUMMER INTERNSHIP PROJECT**

**Organization** : GlaxoSmithKline  
**Duration** : 2 months  
**Location** : Kolkata  
**Project Title** : Impact of Merchandising by GlaxoSmithKline and analysis of competitors' merchandising effort.  
**Project Description** : To supervise the merchandisers and to look after the shop keeping units and the display units of the company's products in various retail shops and medical shops. Market based analysis of competitors' merchandising and all over study of GlaxoSmithKline's merchandising techniques.  
**Designation** : Management Trainee

### **WINTER INTERNSHIP PROGRAMME**

**Organization** : IndusInd Bank  
**Duration** : 1 month  
**Location** : Bhawanipore, Kolkata  
**Project Summary** : Customer Relationship Management  
**Designation** : Management Trainee

### **EXTRACURRICULAR ACHIEVEMENTS**

**Won awards for-**

- Extempore
- Dance
- Acting
- Corporate Social Responsibility Event
- Winner of ICICI Stockmind5 from Institute of Engineering and Management and participated in the National Round

### **OTHER INTERESTS:**

- Dance.
- Cooking.
- Acting.
- Photography.
- Listening to Music.
- Net Surfing for acquirement of knowledge in different fields.

