

RESUME

Name- Pallab Chakraborty
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Career Objective

To become a successful manager and to work in the environment this promotes tremendous scope for personal, intellectual and organizational development.

HIGHLIGHTS

Live Experience of
Handling Public
issues

Extensive
computer Skills.

MBA
in(Marketing &
HR)

Quick learner

Good inter
personal skills and
ability to work
under pressure

Ability to build
team environment

Won many awards
& Recognitions in
extracurricular
Activities. Like
SPELL CHAMP

Profile

- Ability to function as a **team player** and alternatively work independently to achieve objectives.
- Excellent problem solving and **troubleshooting** skills.
- Demonstrated ability to manage multiple tasks and deadlines.
- Fluent in **English, Hindi and Bengali**

Expertise summary

Computer Skills

- Diploma in **Computer Application**
- Microsoft Office (**Word, Excel,Power Point,Outlook**)
- Well versed with internet

Academic qualification

Full-time **MBA in (Marketing) & (HR)** from **ABS Academy of Science, Technology and Management. Of West Bengal University of Technology, Durgapur.** In the year of (2013-2015)

BBA (Hons) from **ABS Academy of Science, Technology and Management. Of West Bengal University of Technology, Durgapur.** In the year of (2009-2012)

12th(Science) from **Radhacharan Academy**

10th from **Radhacharan Academy**

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Industrial Exposure

ABS Academy of Science, Technology and Management. Durgapur
Marketing Executive– 01/05/15 – 01/08/17

Dep't: - Marketing, Business Development, Relation building.

Responsibilities-

- communicating with target audiences and managing customer relationships;
- sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organisation and the campaign;
- managing the production of marketing materials, including leaflets, posters, flyers, newsletters.
- writing and proofreading copy;
- liaising with designers and printers;
- organising photo shoots;
- arranging the effective distribution of marketing materials;
- maintaining and updating customer databases;
- organising and attending events such as conferences, seminars, receptions and exhibitions;
- conducting market research, for example using customer questionnaires and focus groups;
- contributing to, and developing, marketing plans and strategies;
- managing budgets;
- evaluating marketing campaigns;
- monitoring competitor activity;
- supporting the marketing manager and other colleagues.

Personal summary

Date of Birth: **09/05/1991**
Father's Name: Gautam Chakraborty
Marital Status: Unmarried
Language Known: **English.Hindi, Bengali**

(Pallab Chakraborty)