



SENJUTI DUTTA

Email: senjuti.sej@gmail.com

Mobile No. : +9199033 59351

In quest of managerial assignments in Marketing communication Event Management, Social & Online Marketing & Sales in a dynamic corporate environment.

PROFILE

- **MBA (Marketing)** with experience of **Accounts** and altogether of **2.2 year** domain experience which includes **Marketing & Sales, Online Strategy, Client Relationship and Servicing, Event Management, Marketing Communication..**
- Was associated with **INFOEDGE India, Naukri Group Sr. Executive - Corporate Sales & Marketing.**
- **Currently working in a Leading Event management Firm as Marketing Communication Manager, Event coordinator & responsible for all kind of Online and offline Activity.**
- Experienced in **Wedding planning** and worked as **freelancer for Destination weddings.**
- **Worked & served as Herbalife Distributor for more than 2 years.**
- **Achieved Gold certificate in MBA. Secured 1st class in B.Com. from University of Calcutta.**
- Strong Track record of delivering outstanding sales results and proven ability of creating highly effective sales & marketing campaigns.
- Demonstrated ability troubleshooting business problems and implementing creative, highly effective solutions.
- Highly motivated, confident, organized, detail oriented, patient, and disciplined.
- Possess excellent interpersonal, analytical, troubleshooting and team building skills with proven ability in establishing quality systems / procedures and planning / managing resources.
- Adept at managing activities such as purchase of raw materials, streamlining processes / procedures to facilitate smooth production process & enhance productivity.
- Ensuring compliance to quality standards & maintaining all related documents.
- Foreseeing performance bottlenecks and taking corrective measures to avoid the same.

CORE COMPETENCIES

Event Planning

Sales & Marketing

Online Strategy

Relationship manager

Key Account Management

MS Excel

MS Access

Analytical Skills

Data Analysis

Commercial Operations

Procurement

- Formulation of different strategies to cater new business challenges through data analysis & scenario planning.

- Analysis of Business Situations, analysis of customer driven needs and wants and formulation of customized solutions.

- Adopting feasible sales and marketing strategies by analysing the potentiality of the product through consistent market research.

- Ensuring maximum sales by providing efficient sales operations for achieving allocated target. Identifying prospective clients, generating business from new accounts to achieve profitability.

- Backend Support and Front-end operations

- Ensuring compliance to the quality standards & ensuring continuous improvement in process capabilities during the entire process.

- Devising system and process changes for qualitative improvement in productivity and for reducing the rate of

rejection.

- Reviewing the operational practices, identifying the areas of quality failures & working on process changes for qualitative improvement.

CAREER HIGHLIGHTS

- Adding up new customers within 12 months in joining in INFOEDGE India Ltd.
- Generated business in new and existing in INFOEDGE India Ltd.
- Working with Leading Event management Firm ,dealing with HNI Weddings.
- Maintain business relationship with all the PSU and corporate.
- Handling Builders and Marketing Agencies deals in lakhs.
- Freelancing as Wedding Planner , handling & coordinating at Outstation.
- Worked as Herbalife Distributor.

PROFESSIONAL EXPERIENCE

Since April,14 with INFOEDGE India Limited as a Sr. Executive Corporate Sales Marketing

Key Accountabilities

- Develop and implement creative, highly successful sales strategies.
- Perform comprehensive market analysis and accurate sales forecasts.
- Identify new opportunities for expansion and business growth; implement appropriate sales & marketing strategies.
- Performed extensive competitive analysis to identify rival strategies; initiated counter-strategies and programmes to surpass our competition.
- Developed and nurtured excellent relationships with key accounts.

- Diversified market segments and customer base, introduced standard products and new product lines. .
- Market Potential Analysis.
- Customer Satisfaction Survey Analysis.
- Performing inventory analysis.
- Identifying & developing new customer base & communicating with the overseas clients.
- Conducting product price negotiations & cost benefit analysis.
- Providing total backend support.

Since October,15 with **leading Event management Firm-Encore Events**

- *Working in the field and dealing with HNI clients, managing & coordinating events.*
- *Communication between clients & Third Party which includes Hotel Industry, Corporates, Artist, Vendors.*
- *Key Responsibility of all kind of online Activities*
- *Marketing communication with PSU and Corporate.*

ACADEMIA

- **M.B.A. (Major- Marketing)** from Ramaiah Institute Of management Studies, Bangalore. (Secured 85%)
- **B.Com. (Accounts Hons.)** from University of Calcutta, Kolkata in 2011. (Secured 63%)
- 12th (Commerce) from Kolkata in 2008. (Secured 82%)
- 10th from Kolkata in 2006. (Secured 73%)

SUMMER TRAININGS

Company : M R Shah Logistics Pvt Ltd.
Location : Gujrat

EXPERTISED

MS EXCEL SKILLS:

- Analyzing Data with Excel.
 - Data Validation.
 - Advanced Charting.
 - Using Formulas for Financial Applications.
 - Visualizing Data Using Conditional Formatting.
 - Using Microsoft Query with External Database Files.
 - Analyzing Data with Pivot Tables.
-

MS ACCESS SAP SKILLS:

- Database creation.
- Database Interpretation.
- Relationship within database.
- Query Creation.
- Data presentation.
- Report generation.

SOFT SKILLS

- Presentation and Public Speaking
- Public relation
- Documentation
- Event planning and coordination
- Marketing Communication

PERSONAL SKILLS

- Positive Attitude, Determined, Highly Energetic.
- Hard Working, and Sincere.
- Good decision making and analytical skills.
- Able to handle people in a very efficient way.

PERSONAL PROFILE

Name	:	Senjuti Dutta
Father's Name	:	Onkar Nath Dutta
Date of birth	:	17 th August, 1990
Gender	:	Female
Nationality	:	Indian
Languages Known	:	English, Hindi and Bengali
Permanent Address	:	Kolkata

DECLARATION

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

Place : Kolkata
Date :

SIGNATURE