



ARUNIMA ROY

Communication Address: **FLAT-A, MAYA APARTMENTS, 2-G DHARAMATALA ROAD, PS-KASBA, KOLKATA-700042**
Mobile No. +919874255504 Email: arunima_ry@yahoo.com

CAREER OBJECTIVE

To evolve as a strong brand and advertising professional by learning new concepts and creating new ideas for thriving in the world of imaginations and colour that captures the senses of individuals and lasts longer.

WORK EXPERIENCE

Vedant Fashions Pvt Ltd – Manyavar, Kolkata, West Bengal

Brand and Advertisement Executive, January 2016 to Present

Job Description

- Custodian of brand related guidelines ensuring adherence to brand principles and values.
- Development of Brand Book
- Plan, strategize and execute for print,digital,OOH,radio,TV ads
- Research and plan for the best media usage acknowledging the budgetary considerations
- Liaise with creative agency for briefing on campaign ideas,branding,creatives and establishing a fruitful synergy
- Analysis and recommendations for instore and mall branding
- Develop the presence of the brand on ecommerce platform through strategic promotional, branding and engagement activities.
- Sponsorship and partnering decisions and recommendations beneficial to the brand image
- Analysis of new business proposals for development of marketing and promotional activities
- PR activity for brand promotion

Maersk Line India Pvt Ltd, Chennai, Tamil Nadu

Customer Account Executive, February 2015 to November 2015

Function: Customer Service- Exports

Job Description

- Front end customer service query handling and coordinate movement of cargo from origin to destination
- Vessel Planning and allocation management
- Customer retention, Ask For More (AFM) and continuous follow ups
- Coordinate and communicate with internal and external agencies
- Meet deadlines with sense of urgency, using time management and prioritizing tasks
- Maintaining weekly clearance of outstanding from the customer

EDUCATIONAL QUALIFICATIONS

Year	Degree / Certificate	Board / University	Institute	Specialization	Marks obtained
2016-2017	PGCPAMPR	Autonomous	Mudra Institute of Communications, Ahmedabad (MICA)	Advertising Management and Public Relations	Ongoing- to be completed in July 2017
2013-2015	PGDM	Autonomous AICTE approved	Calcutta Business School	Marketing Major, Operations and IT in Minor	CGPA 7.95 out of 9
2009-2012	B.COM(HONS)	University Of Calcutta	Sivanath Sastri College	Accounting and Finance	59%
2009	HIGHER SECONDARY	ISC	Modern High School For Girls, Kolkata	Accounts, Commerce, Economics	84% (best of 4 subjects)
2007	SECONDARY	ICSE	Modern High School For Girls, Kolkata	General	79.8% (best of 5 subjects)

SUMMER INTERNSHIP PROJECT

Company: Emami Biotech Limited

Tenure: 1st April 2014- 16th June 2014

Title: 'Key retail coverage and mapping for launching of Himani best choice in Kolkata market'

Project Description: For the launch of edible oil brand 'Himani Best Choice' beat maps were prepared and surveys were conducted to identify the significance of the brand 'Himani' over other players in the market.

LIVE PROJECTS

1) Company: Colgate Palmolive India Pvt Ltd

Tenure: 2nd June 2014 - 7th June 2014

Title: 'In Market Shopper Engagement'

Project Description: For the launch of new Colgate toothpaste 'Sugar Acid Neutralizer', shoppers were briefed about the benefits of the new toothpaste and were converted into customers.

2) Company: Times Internet Pvt Ltd

Tenure: 24th July 2014- 24th August 2014

Title: 'Market Research for Cloud Loyalty Program for Small and Medium Businesses'

Project Description: The need for online loyalty product in small and medium enterprises was analyzed along with the specification for product features and price

SIGNIFICANT PROJECTS UNDERTAKEN DURING PGDM

- Comparative Study Analysis on Different Brands of Chocolates
- Presentation and Project Report on 'The Core Competence Of The Corporation' –HBR(May-June1990)(C.K.Prahalad and Gary Hamel)
- Presentation and Project Report on 'Managing Oneself' -HBR(1999) (Peter F.Drucker)
- Reincarnation of logo and tagline of the brand L'OREAL
- Case Study Presentation on Fabindia Overseas Pvt Ltd –HBS (Rev July9,2007) (Mukti Khaire, Prabakar PK. Kothandaraman)
- Consumer Behaviour Presentation on Purchase Decision Making for High and Low Involvement Products

PROFICIENCIES IN BUSINESS AND OFFICE TECHNOLOGIES

- MS-Word and MS-Power Point
- MS-Excel
- Tally.ERP.9

EXTRA-CURRICULAR ACTIVITIES& OTHER INTERESTS

- Member of Spicmacay club at school level
- Editor-In-Chief of college magazine 'COMMUNIQUE'
- Member of Placement Committee in charge for Marketing specialization
- Master of Ceremonies for various events organized by Calcutta Business School
- Started my Personal Blog 'Ecstasy' - Go beyond the boundaries

PERSONAL INFORMATION

Father's Name: Mr. Sudip Roy

Date of Birth: 11/09/ 1991

Residence Telephone No.: +91 – 33 – 23445490

Languages known: English, Hindi, and Bengali

DECLARATION

Hereby, I declare that all the information provided above is true to the best of my knowledge.

Place: Kolkata

ARUNIMA ROY