

CONTACT

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BHABNA BHATTACHARYA

MARKETING EXECUTIVE

PERSONAL PROFILE

Always looking forward to develop my skills and grow professionally. I am a fast learner, a go-getter and always confident to come up with new ideas. I am a person who believes in the fact that "Happy is the man who lives by his hobby" and so I have chosen the field of communication through marketing and hence I will be able to take up any challenge which I will face in my career.

EDUCATION

School of Communication,
Manipal University
Bachelor in Journalism &
Communication in 2015 with
7.25 CGPA.
Loreto House, Kolkata
PUC/+2 in Humanities
(Geography, Computer Science
& Mathematics), in 2010 with
77%.

STRENGTHS

- Confident with creative abilities with exceptional communication and networking skills
- Successful working in a team environment, as well as independently
- The ability to work under pressure and multi-task
- The ability to follow instructions and deliver quality results
- Has got good Leadership, Event management and media management skill.
- Knows four languages- English, Hindi, Bengali and German.

WORK EXPERIENCE

The Manipal Group (Manipal Digital Systems), Marketing Executive

NOVEMBER 2015 - SEPTEMBER 2016

- Product Marketing: Develop marketing strategy for new media products. Also, support the sales plans for internally developed products clearly outlining the promotional activities to be carried out in the various phases of promotional cycle, monitoring the sales plan/growth specific to the product and revisiting the strategy for better campaigning to boot reach and connections.

VOLUNTEER

National Cadet Corps

Sergeant Media & Management

2 YEARS

- Worked as a media representative for NCC Manipal.
- Other than media related work, organized events like Blood Donation Camp, NCC Week, Social and Cultural Evening, Tree plantation, and other volunteer social services, etc.
- Organised and took part in rallies like 'Beti Bachao Andolan' and 'Swacha Bharat Abhiyaan' on behalf of 20 Karnataka Battalion in Shimoga.
- Also got trained in other non-media fields.

POSITIONS OF RESPONSIBILITIES & EXTRA CURRICULARS

- Holding the rank of Sergeant in National Cadet Corps.
- Was the Publicity Head of NCC Week (2014).
- Supervised the Junior Wing Cadets as a Senior Leader in the Combined Annual Training Camp (2015).
- Ads Person and Reporter of the college newsletter 'amPlus'(2013)
- Represented the college in the in the Manipal University Cultural Fest Utsav.
- Member of the debate club 'YELL' (2012-2013) and acting club 'Kalamanch' (2012-2013).
- Part of dramatics club 'ADA', working as an actor.(2014-2015)
- Plays football for college. •

- Digital Initiatives: Making posts, articles, blogs, In-bound campaign ideation, execution and optimization across all major platforms & channels like Google, Facebook, Twitter, LinkedIn, Slide share, Pinterest, YouTube, etc. Content writing, Video editing & making, ability to strategize & prioritize medium, content delivery, etc.
- PR: Building relationship with existing journalists in tech magazines and get published good PR articles for increasing brand Equity and visibility.
- Market Research: Not restricted only to studying, reporting competitive landscape, market/industry trends, drivers and consumer behaviour but suggesting proactively on way forward on what we should do proactively in niche markets, new/emerging market for entry and penetration and existing market for better extraction.
- Brand Strategy: Delivering clear, consistent and up-to-date communication of Brand and devising advertising & communication strategies for the same, briefing consequently the creative team (copy & visual strategy, positioning, communication strategy) with all information needed to produce effective commercials and advertisements.
- Instructional Design: Developing systematic instructional specifications using learning and instructional theory. Design storyboards by structuring content and activities, create a media to support that learning and develop assessments.
- Other Marketing Collaterals: Conceptualize and create other Marketing Collaterals, which includes brochures, Banners, Flyers and inside advertisements as a part of Internal Integrated Marketing campaigns.

Ruckus Advertising & Events,

Client Serving and Business Development Executive

2 MONTHS

- Participated in new Business Development and handled the business of the existing clients.
- Building Client relations, Internal Team Relations, and Account Operations during the planning, development and execution of Advertising Campaigns.
- Regularly viewed and studied all advertisements for brands competitive to the clients.
- Actively participated in Ideations, and Concept Discussions with the creative and client management team.

- Member of LTS (Leadership Training Service), CLC (Christian Life Community in School) and Quiz Club in school.
- President of Quiz Club in School. Organized quiz competitions.
- Participated in various dramas and plays in school as well as in the choir for a musical and was also a part of the church choir.
- Took part in various social work (organised 'We Care' programs for senior citizens of old-age homes, 'Udaan'- for mentally the mentally challenged) and cultural activities(Rabindra Jayanti, Teacher's Day, Christmas functions, Independence Day, Republic Day, etc.).
- Took part in dance and drawing competitions.
- Represented the school in Quiz competitions.
- Took part in flash mobs, mimes, mad ads, short films and street plays.

The Statesman,

Intern

1 MONTH

- Intern at The Statesman, Kolkata for the News Desk. Sub-edited articles and also worked under the Duty Editor and Coordinating Editor.
- Got trained in Graphic designing and designed live pages for the newspaper.
- Learnt their stylebook and basic elements of design.

The Hindustan Times,

Intern

1 MONTH

- Intern at The Hindustan Times, Kolkata for the News Desk.
- Sub-edited articles and worked under the sub-editors.
- Learned to choose stories according to their relevance and learnt to give headlines.
- Learnt their stylebook and basic elements of design.

The Insight Magazine,

Writer

6 MONTHS

- Virtual internship with Insight Magazine.
- Worked as a feature writer.
- Wrote various articles on current issues.

SKILLS AND ACHIEVEMENTS

- Won Gold Medal for the Best Senior Wing Cadet at Combined Annual Training Camp(CATC), organized by 20 Karnataka Battalion NCC, Shimoga.
- Won the Women Football Championship in College (2013).
- Winner of the Street Play in Brandsan TAPMI 2014.
- Was one of the top five finalists in Friends 91.9 FM (ABP Ltd.) Kolkata RJ Hunt among 2000 entries.
- Passed the National Cadet Corps(NCC) B-certificate Exam with a B(Bravo) Grade.(2015)
- Participated for Mime, Lights Camera Action (Short films) and Street Play in the Cultural Fest of Manipal Institute of Technology Revels(2015).
- Participated in events like Cultural Parade, Street Play and Mad Ads for the Manipal University Cultural Fest Utsav.
- Participated in events like Mad Ads and Street Play for Tiatr (2015) organised by the theatre club 'Kalamanch'.
- Acted in six short films, in three being the protagonist (2015).
- Has done projects for Television Production (specialisation) like cricket shows, vox pops and news bulletin packages.
- Published magazines. Recorded radio commercials, features, shows, documentary, jingles, etc. Produced short films, stop motion movie, and animation films.
- Trained Bharatanatyam, Fine arts, trekking, rock-climbing, firing, self-defense,etc.
- Won the title of Miss Campus India 2013 in a digital media fashion contest.