



Kaushiki Chattopadhyay

Corporate Communication, Branding & Digital Marketer



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My Career Goals

To join an organization that gives me an opportunity to showcase my skills and also helps me gain practical exposure in business sector with a dual minded approach - innovative thought process coupled with strong analytical and decision making skills with experienced in market research, ecommerce & digital marketing, content marketing.

Work experience

1) Company name: Accutime Logistics Pvt. Ltd

Designation: Corporate Communication & Branding Manager

March 2017 – Till date

Job Role

- Copyedit, proofread marketing and promotional materials, both print and electronic and also revise communications.
- Provide concept and launch email marketing campaigns, prepare presentations and communicate with employees.
- Responsible for managing Website Content & Social Media Pages and develop a social media calendar and work with design/content team to execute it.
- Determine event budget and manage expenses to that budget.
- Manage all co-ordination & admin tasks with respect to CSR activities
- Coordination with the servicing team/Agencies for idealization.
- Create strategies to increase employee awareness and promote productivity attempts to maintain a positive image of the company.
- Drafting content for company website, and Coordinating with the host company to maintain and develop the customer interface and design of website retention.

2) Company name: Kanchan Vanijya Pvt. Ltd.

Designation: Ecommerce Manager

November 2014 – January 2017

Job Role

- Coordinating with the host company to maintain and develop the customer interface and design of the online storefront.
- Complete documentation, maintaining the records and preparing reports.
- Maintain inventory reports and managing the design and development of promotional materials
- Cataloguing, listing, determining product prices on web-store and different retail ecommerce marketplaces.
- Manage Partner brand shops-Drive processes improvements to ensure updates are effectively made on product when needed(price changes, promotional sets, markdowns)
- Prepare online storefront marketing material, including product descriptions or subject lines, optimizing content, upload digital media, such as images, videos to search engine criteria on online storefront and other shopping websites.
- Responsible for managing Website Content & Facebook Page, develop a social media calendar and work with design/content team to execute it
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.

Work experience

3) Company name: Universe Medicare Pvt. Ltd

Designation: Client Coordinator

Job Role:

- Managing Business Development activities and corporate communications
- Planning & execution of promotional activities
- Setting up of centers in the demarcated territories
- Monitoring performance on a regular basis
- Keeping track of business records

4) Company name: Crony Infotech Pvt. Ltd.

Designation: Marketing Executive

Job Role:

- **Online Market Research:** Researching about the different methods and the new strategies of the competitors.
- **Assisting in the recruitment cycle:** Full execution of the recruitment process (including job posting, phone interviewing, job interviewing, regular communication with candidates and managers) including the recruitment administration.
- **Content Marketing:** Creating product-related influential contents and increasing the spread of those contents by sharing through various online distribution channels thus promoting the brand/product.
- **Social Media Marketing:** Promotion of various contents and undergoing various social media channels activities to increase the brand/product awareness
- **Preparing business proposals:** Composing a business proposal as per the requirements of the concerned market that serves as a part of the introduction e-mail or as a product description.

Academic background

Course	Board/University	Year of passing	%/ CGPA
PGDM(Marketing)	AIMA (Acharya Institute of Management & Sciences)	2012	3.49 (81%)
B. Sc (Zoology- Honours)	Calcutta University(CU)	2009	58.25%
Higher Secondary	Indian School Certificate(ISC)	2005	73.5%
Secondary Education	Indian Certificate Of Secondary Education(ICSE)	2003	78%

Internships

1) Company Name: Bajaj Finserv Lending

Designation: Project Intern

October 2011- November 2011(1 month) Bangalore

Project: A study on the activities of "FRAUD CONTROL UNIT", understanding the "ORGANIZATIONAL STRUCTURE" and learning as well as scrutinizing the documentation of the lending process of the company.

2) Company name: Future Value Retail

Designation: Project Intern

February 2011- March 2011(1 month) Bangalore

Project: A study on the "CUSTOMER SATISFACTION" on various qualitative aspects of Big Bazaar through surveys, learning of "ORGANIZATIONAL STRUCTURE" and undergoing various "PROMOTIONAL ACTIVITIES" regarding special celebration of "MOTHERS DAY" inside the premise.

Certifications

Apple Training Certification - Certificate of Achievement - Snow 100 (Introduction to Mac OS X 10.6)

Apple May 2011

Post Graduation Program in International Business

International Assembly for Collegiate Business Education (IACBE) July 2011

Experience Change (Change Management Game)

Campus Levers September 2011

Global Immersion Programme in Management Studies

Sunway International Business & Management (SIBM) August 2011

Personal information

Languages known : English, Hindi & Bengali

Passport No : J7592588

Date of expiry : 12/07/2021

I hereby declare that the information furnished in this application is true from my side with full knowledge and belief.

Kaushiki Chattopadhyay