

SOUGATA BAG

Phone No. – 09903686703

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Career Objective:

To associate with an organization which is progresses dynamically and gives me a chance to update my knowledge and enhances my skills in the state of management and be a part of the team and excels in work towards the growth of the organization and my satisfaction.

Academic Qualifications:

- MBA from IIMS (AICTE approved), in **Marketing (major) & HR (minor)**.
- B.Com. from CU in 2007.
- AISSCE (12th) CBSE, DELHI from K.V BARRACKPORE(A.F.S) in 2004
- AISSE (10th) CBSE,DELHI from K.V BARRACKPORE(A.F.S) in 2002

JOB EXPERIENCE: (I) Worked As a Business Development Executive in
ZINFI TECHNOLOGIES INC. From March 2016 till Dec 2016

Role: Marketing And Operations

Activities: (a) Creating of Online opportunities
(b) Making calls to prospective customer domestic and International
(c) Digital marketing activities,content marketing, influencer marketing, content automation, campaign marketing, social media marketing, social, e-mail direct marketing, display advertising for OEM partners,Bulk SMS campains etc

(II) Worked As a **Branding and Promotions Executive** in
MC GROUP From June 2014 till June 2015

Role: Marketing And operations

Activities: (a) Business development activities in line with Marketing Strategy
(b) Formulation of business plan and ensure effective communication of the Same with the team members
(c) Initiating branding activities
(d) Customer Retention /Complaint redressal in time
(e) Market intelligence
(f) Explore avenues of increasing and expanding business
(g) Frequent customer interactions to strengthen PR.
(h) Branding and Sales promotion activities on Pan India basis

(II) Worked As a Sales & Brand Promoter in Sony India Pvt Ltd from
October 2013-April 2014

Role: Worked in the CAV IT Branding division of **Sony India**

Job Responsibility:

- (a)Marketing of Sony MDR headphones, Personal home theatre speakers
- (b)Taking care of branding, promotional & operational activities in retail counters
- (c)Proper distribution and visualization of products in various channel segment/Sub dealer.

(III)Worked as Sales Executive in the CANON India since From JAN 2011 to APR 2013

Role: Worked under office automation products section.

Job Responsibility:

- (a)Sales of Copiers, Large Format Printers & Small size printers in retail segments
- (b)Marketing and demonstration of canons e green solutions (Software)

Computer Course:

Diploma in HARDWARE AND NETWORKING TECHNOLOGY
(Webel Informatics pvt ltd)

Personal Information:

- **Name-** SOUGATA BAG
- **Residence-** Bandipur Upanibesh,P.O:Rahara,Dist:24PGS(N),Kol:700118
- **Date of Birth-** 13th MARCH, 1987
- **Sex-** Male
- **Nationality-** Indian
- **Father-** **Ex-Indian Air Force-Now State Govt Employee**
- **Marital Status-** Unmarried
- **Contact Details-** Phone No.- 09903686703 (Self)
033-65167024 (Residence)
E- mail- sougatabag1@gmail.com

I, sougata bag, hereby declare that the above contents are true as per best of my knowledge.

Date- / /

(signature)

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