**DEBOPRIYA BHATTACHARYA**

[debopriyabhattacharya2@gmail.com](mailto:debopriyabhattacharya2@gmail.com)

Contact-+91 9163873539

**Strengths:**

* A self-motivated, result oriented and diligent professional.
* A team player with the willingness to learn and grow.

**ACADEMIC QUALIFICATION:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year of Passing** | **Qualification** | **School/University** | **Specialization** | **Percentage/**  **Grade/CGPA** |
| (2012-2014) | PGPM | Unitedworld School of Business,  Kolkata | Major: Marketing  Minor: Financial services | 8.00 /9.00 |
| 2011 | BBA (Hons) | Asutosh College (Calcutta University) | Human Resource Management | 69% |
| 2008 | XII | National Gems Higher Secondary School (ICSE) | Commerce | 88% |
| 2006 | X | National Gems Higher Secondary School (ICSE) | - | 90% |

**SUMMER INTERNSHIP:**

* MCNROE CONSUMER PRODUCTS PRIVATE LIMITED, Kolkata
  + Duration-April-June 2013
  + Project Title- Finding the right place for “Secret Temptation”
  + Project Brief- A market survey on the consumer buying behaviour in deodorant market in West Bengal and consequently find out the right positioning platform for the deodorant brand ‘SECRET TEMPTATION’ aimed towards young women.

**EXTRA CURRICULAR ACTIVITIES:**

* Participation in inter-school and inter-college debate and extempore competitions.
* Participation in talk shows on news channels.

**PROFESSIONAL DETAILS:**

* **UNIWORLD EDUSOFT PVT LIMITED**
  + Duration-Dec 2013 to June 2014.
  + Designation- Management Trainee
  + Roles and Responsibilities-
    - * Promotional activities for project EDUBERRY-ERP
      * Understanding client end requirements and preparation of specifications in accordance for implementation.
      * Liaison with the education institutes for project presentations.
      * Taking care of third party tie-ups for business development
    - **THE CHOPRAS- Global Education Corporate**
* Duration**-** June 2014 till date.
* Designation- Marketing Executive
* Roles and Responsibilities
  + - Promotion of overseas education services in the assigned territory to ensure walk-ins.
    - Liaison with the education institutes and universities for promotion of overseas education services.
    - Taking care of Career Pathway Planning and counseling students regarding overseas entrance exam test preparation products like GRE, GMAT, SAT, TOEFL and IELTS exam preparation.

**PERSONAL DETAILS:**

* + - Correspondence Address : 215, Netaji Subhash Road. Baisakhi Apartment . Flat No-1/B.

Kolkata-700034

* + - Gender : Female
    - Date of Birth : 17.10.1989

**CAREER OBJECTIVE:**

I would like to take up roles and responsibilities most compatible with my skill sets and knowledge base and where my efforts will be recognized and rewarded accordingly. I would like to enhance my abilities in the process to better serve an organization and garner an identity for myself.