MEGHA BANERJEE Residential Address :

Mobile-9051644738 P-11, Nilachal Complex

Email id-  [meghabanerjee34@gmail.com](mailto:%20%20meghabanerjee34@gmail.com) Narendrapur

DoB-25TH May 1990 Kolkata-700103

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| **YEAR** | **DEGREE** | **UNIVERSITY/INSTITUTE** | **PERCENTAGE/GRADE** |
| 2013 | B.TECH  Applied Electronics and  Instrumentation | GREATER KOLKATA COLLEGE OF ENGINEERING AND MANAGEMENT AFFILATED TO WEST BENGAL UNIVERSITY OF TECHNOLOGY | 7.69 |
| 2009 | HIGHER SECONDARY | B.D.MEMORIAL INSTITUTE | 63.8% |
| 2007 | SECONDARY | B.D.MEMORIAL INSTITUTE | 80% |

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| **WORK** **EXPERIENCE**: Currently working as a Marketing Executive in INTRA LIFE Bangalore, Pharmaceutical Company since April 2016 where I do online franchisee marketing to the distributor on PAN India basis. |
| * I sourced customer through leads by keeping them as a record in a data sheet. * I have a daily communication with the leads by calling them and add them in a whatsapp group through which I get to know about their requirements from the company, their way of business, monthly sale and area of interest. * I do Email Marketing and Branding our products divisions wise based on the district vacancy. * I thoroughly check the districts where company’s business is going on and monitors the monthly sale of a distributors of that district using Tally ERP 9. * I convert the leads into Prospective Clients by promoting our product ranges through Digital marketing sources Email, Facebook and Watsapp where I regurlarly interact with the clients by uploading our newly launched product videos, literatures and packshots. * I provide the Distributors the Franchisee of our Company division wise by billing their initial orders through Tally ERP 9 and send the invoice to them .Once the payment done I coordinate with finance department as well as sales coordinator regarding the creation of details of a customers and their bill transformation. * Once the goods dispatched I provide the signed agreement to the distributors by authorizing them to do the business in the allocated territory . |

**TRAININGS:**

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| **Jan-2017-April-2017**  **JUNE-2012-**  **JULY-2012** | **TRAINED IN DIGITAL MARKETING UNDER THE GUIDANCE OF INVENTATEQ. During the course web technologies like SEO,Link building,On page optimization,off page optimization,blog creation,article submission, PPC, Affiliate marketing ,Social Media optimization, email marketing are covered.**  **VOCATIONAL PRACTICAL TRAINING COURSE ON PLC AND SCADA UNDER THE**  **GUIDANCE OF IIATEA.** |
| **DEC-2011-JAN-2012** | **TWO WEEKS VOCATIONAL TRAINING ON INDUSTRIAL BOTTLING UNIT USING PROGRAMMABLE LOGIC CONTROLLER FROM VARUN BEVERAGES INDIA LTD.** |
| **SEP-2011** | **PARTICIPATED IN 2 DAY WORKSHOP BASED ON ROBOTICS AND EMBEDDED SYSTEM UNDER THE GUIDANCE OF TSS CONSULTING LAB.** |

**PROJECTS:**

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| **PC** **BASED** **DATA** **ACQUISITION** **SYSTEM** **USING** **8051**:It is a Server Client Project where Client has to send a request to read the voltage from server and server will read the port and send it to the client using Microcontroller and UART. |
| **AUTOMATIC FIRE ALARM USING LDR, ICTDA2002, UM66, IC7805:** Based on the LDR properties a circuit has been established where it detects the smoke which cover up the LDR and buzzer gets initiated. |
| **MOVING LED DISPLAY USING MICROCONTROLLER AT89C52, SHIFT REGISTERS IC74HC4094:**This involves the use of 8052 microcontroller through which it display the data and shift the data using shift register IC74HC4094. |

**ACCOMPLISHMENT:**

Awarded as The **Most** **Persistent** **Employee** by **Intra** **life** for the financial year 2015-16 dated July 30th 2016.

**Hobbies:**

* Reading Newspapers, magazines, up to date with the current affairs
* Listening music
* Travelling to new places, trying to get to know about the cultures and food of other states
* Watching Television

**Present Address**:

My Home PG Accomodation

#137,Veereswara Nilaya,32nd Cross east Jayanagar 4th Block

Bangalore-560011

**Signature:**

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