# ***CHAYAN BANERJEE***

# ***Mobile: +91 9239233513***

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***CAREER OBJECTIVE:***

To work in an organization that appreciates innovativeness, demands analytical. Provide a challenging and performance driven environment and a wide spectrum of experience to grow and excel in my career. I aim to create meaningful contribution to the organization through my skill and abilities and to continuously improve on my professional knowledge and skill.

***PROFESSIONAL SYNOPSIS***

* ***Result Oriented Professional.***
* ***Hardworking, Competent & Efficient.***
* ***Smart, Dynamic & Talented to Play a Positive Role in a Challenging Environment.***
* ***Good Communicator with Excellent Presentation, Team management / Building & Motivation Skills.***

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***COMPETENCIES:***

* ***Channel Management***
* ***Corporate Advertising***
* ***Marketing Communications***
* ***Marketing Strategy & Planning***
* ***Positioning & Branding***
* ***Product Development***
* ***Public Relations***

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***EMPLOYMENT SCAN:***

***Name of the Company CREATE ADVERTISING***

***Designation Business Development Officer***

***Duration January 2016 – Present***

***Roles & Responsibilities***

* ***Meeting with prospective Clients promote the brand name and bring in orders.***
* ***Corporate Sales and generating reference through interaction with old clients for new client generation.***

***Name of the Company HAMARA FUTURE SERVICES PVT LTD***

***Designation Business Consultant (Corporate)***

***Duration June 2015 – December 2015***

***Roles & Responsibilities***

* ***To attend and promote our brand name to every corporate related Heath Service Providers, explain them our concept and do the tie up with our company***
* ***Generating subscribers through branding and promotion of our concept in every sector.***

***Name of the Company N&N CHOPRAS CONSULTANTS PVT LTD***

***Designation Marketing Executive***

***Duration July 2014 – February 2015***

***Roles & Responsibilities***

* ***To conduct and attend the networking events to generate new leads and promote the company’s brand such as educational fairs, conferences etc.***
* ***Generating reference through interaction with old clients for new client generation.***

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***SCHOLASTICS:***

***2014 Completed PGPM (Marketing) from UNITEDWORLD SCHOOL OF BUSINESS, KOLKATA***

***2011 Completed B.SC (Hons.) from BANGABASI EVENING COLLEGE (UNIVERSITY OF CALCUTTA), KOLKATA.***

***2008 Completed Higher Secondary Examination from INDIRA GANDHI MEMO HIGH SCH DUMDUM KOLKATA WB.***

***2006 Completed Secondary Examination from S.MEMO INSTT DOLTALA, MADHYMGRAM 24 PARGANAS WB.***

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***WINTER INTERNSHIP:***

***Name of the Company IDFC Asset Management Company Limited***

***Duration From - November 2013 – January 2014***

***Project Title IDFC Mutual Fund Initiative on Investment Education Awareness.***

***Project Brief To know the awareness of mutual fund among different group of investors by doing a marketing survey. Promoting the SIP scheme by making them understand what is SIP and the benefits of investing in mutual funds.***

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***STRENGTHS***

* ***Good Communication Skill.***
* ***Smart, Dynamic & Challenging To Play A Positive Role In a Challenging Environment.***
* ***Sincere & Hardworking.***
* ***Comprehensive problem solving abilities.***
* ***Good Leadership Skills.***

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***PERSONAL DETAILS:***

***Date of Birth : 24th JULY, 1989***

***Fathers Name : Tapan Kumar Banerjee***

***Gender : Male***

***Languages Known : English, Hindi & Bengali.***

***Address : 4/1 Rajkumar Chatterjee Road, Park End Apartment, P.O***

***Belgachia, Kolkata- 700037***

***Declaration - I hereby declare that all the Information Furnished Above are true to the best of my Knowledge.***

*(CHAYAN BANERJEE)*