**NAME: RAJ BHATTACHARJEE**

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Passport Number: H0043447

**CAREER OBJECTIVE**

**Being an innovative and creative person who thinks beyond the box and participating in achieving long term goals for strategic growth by applying my knowledge and skills for the maximum benefit of organization.**

**CAREER SUMMARY**

* Has 2 years of experience in Digital Marketing and 1 year of experience in Branding & Advertising. Professional Diploma in Business Management with specialization in Marketing.
* An effective communicator, Team player with leadership quality, Quick learner and Problem Solver.
* Branding
* Vendor Management
* Event Management
* Visual Merchandising
* Digital Marketing
* Social Media Campaign
* Business Development
* Affiliate Marketing

**EMPLOYMENT DETAILS**

* **Company** - **Net Distribution Services Private Limited**.
* Digital Marketing Executive from September 15, 2014 to Till Date.
* Salary – Rs 10,281 per month.
* Search engine optimization (SEO)
* Search Engine Marketing (SEM)
* On-page optimization and Off-page promotional
* Keyword Research (Google Adwords)
* Projects (E-Commerce Websites) – [www.thedostore.com](http://www.thedostore.com) (Lenovo India), [www.ricohestore.com](http://www.ricohestore.com) (Ricoh India), [www.imagestore,com](http://www.imagestore,com) (Canon India), [www.forestessentialsindia.com](http://www.forestessentialsindia.com) (Forest Essentials), [www.shopcrocs.com](http://www.shopcrocs.com) (CrocsTM India), [www.blackberrys.com](http://www.blackberrys.com) (Blackberrys India) and [www.lotusherbals.com](http://www.lotusherbals.com) (Lotus Herbals), in.amantelingerie.com (amante Lingerie India)
* Google Analytics Reporting of projects.
* Google Search Console (Webmaster Tools) reporting.
* Affiliate Marketing (Network Partner DGM)
* Banner and Text Advertisement Creation for Affiliate marketing.
* Reporting for Affiliate Marketing and Monthly Invoice update with commission of the projects.
* **Company** - **TURTLE LIMITED**.
* Traineeship from October 01, 2012 to October 16, 2013.
* Stipend- Rs 7000 per month.
* OOH, TVC, Print media Buying, Radio advertisement spot booking and Branding.
* Marketing Campaigns planning as per marketing calendar.
* Maintained purchase order, Goods Receipt Note, Tracking of bills of Vendors.
* Vendor Management.
* Promotional Activities for the Stores (Pan-India).
* Implementation of events, Sponsorship, Promotions and tie-ups with Corporates for Creating Brand Value.
* ATL and BTL Activities.
* Generated Purchase order and Goods Receipt Note through ORACLE E-Business suite ERP.

**SEMINARS & TRAININGS ATTENDED**

* Attended seminar organized by Umes Chandra College and Shivnath Shastri College focused on ‘YOUTH AND ENTREPRENUER’
* Attended Events organized by HANSEL & GRETEL at Park Hotel, Kolkata focused on KIDS Fashion apparel.
* Done survey for WLCI COLLEGE on “Ready to eat and Ready to cook’ from recognized outlets for 5 days.

**ACADEMIC CREDENTIALS**

* Professional Diploma in Business Management (Marketing) 2012 - 2014

WLC College India

* Bachelors in Commerce (B.Com) - Passed 2009 – 2012

Umes Chandra College, University of Calcutta

* Class XII – Commerce Passed Ist Class 2009

ISC, St’s Stephens School, Dum Dum, Kolkata

* Class X - Passed Ist Class 2007, ICSE, St’s Stephens School, Dum Dum, Kolkata.

**CERTIFICATION**

* TALLY (TALLY ERP9),2011, Tally Academy, Birati, Kolkata
* Professional Certification in Marketing, WLC College UK

**IT SKILLS**

* Well versed with Windows 2007 / XP, MS Office, Tally ERP9, ORACLE and the Internet.

**ACHIEVEMENTS**

* Organized annual function for Sts. Stephens school, Dum Dum
* Team Member of college football team (UMES CHANDRA COLLEGE).
* Team Member of school football team (STS. STEPHENS SCHOOL)
* Team Member of football team (YMCA CLUB)

**PERSONAL DETAILS**

* Date of Birth: 3RD November,1990
* Marital Status: Single
* Languages Known: ENGLISH, BENGALI and HINDI
* Nationality: INDIAN

I hereby declare that all the information stated above is true and complete to the best of my knowledge and belief and nothing has been concealed / distorted.

Place: KOLKATA

Date:

RAJ BHATTACHARJEE