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| SAIKAT GHOSH Mobile: +91 9088500554,  Email: [saikatghosh.kly@gmail.com](mailto:saikatghosh.kly@gmail.com)  Address: Saguna, Kalyani, Nadia, 741245 (W.B.) | E:\4641.jpg |
| Career Objective | |
| To associate with an innovative and vibrant organization, this allows me to put my competencies to the best use, to add value to the organization and contributes to my overall growth as an individual. | |
| Profile Summary | |
| • MBA in Dual specialization - Marketing and HR from Dept. of MBA, Vidyasagar University  • Post Graduate Diploma in Public Relations & Advertising from NSOU  • Marketing professional with above 2years experience in BTL advertising, OOH, event management, promotional activities and client servicing  • Expertise in BTL activity, OOH, project management and client relations  • Proficient in computer application, in both Desk Top Publishing and Financial Application software  • Exceptionally well organised with a track record that demonstrate self motivation, creativity and initiative to achieve both corporate and personal goal  • An effective communicator and team leader with strong analytical, problem solving and organisational ability  • An enterprising individual with good interpersonal skill and willingness to learn | |
| Core Competencies | |
| |  |  | | --- | --- | | • Innovative and creative thinker  • Team building leadership  • Strong analytical and problem solving skills  • Skilled in negotiation & persuasion | • Organised and dedicated towards work  • Strong communication & interpersonal skills  • Creative, smart and innovative working skills  • High competency in computer application | | |
| ***Work Experience*** | |
| Since April’16 with advertising agency, Comcraft Advertising and Marketing Pvt. Ltd., Kolkata, as a Business Development Associate (temporary/contractual)  **Responsibilities:**  • Makes contacts with potential clients to create new business opportunities  • Developing new clients and negotiating with them for securing profitable business  • Maintaining relationships with existing clients  • Identifying new market and business line  • Interacting and coordinating with clients and internal staff members  • Building, training and motivating teams  • Assist project execution/implementation  • Devising new and innovative business development plans and strategies  • Keeps prospective client and existing clients database updated  **Prior Experience:**  • Worked as a faculty cum programmer in a private computer educational institute (S.N. Society of Software Technology) at Kalyani, Nadia for 1year.  • Worked as a data entry operator in Nicco Corporation Pvt. Ltd. at Shyamnagar, north 24 Pgs. under a contractor for 9 months.  • Worked as a team leader with BTL advertising company, Tek Advertising & Management Pvt. Ltd., Kolkata Branch in Hindustan Unilever Ltd. Vijeta activity, Castol activity, Shriram’s Event Management Program etc projects for 6 months (contractual).  • Worked as an Operation Manager with BTL advertising company, Tek Advertising & Management Pvt. Ltd., Kolkata Branch for 1 year 8 months (contractual).  • Worked as a Business Development Associate with BTL advertising company, Tek Advertising & Management Pvt. Ltd., Kolkata Branch for 6 months (contractual). | |
| ***Professional Qualification*** | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Name of the Course** | **Specialization** | **Name of the University** | **Year** | **% of Marks** | **Division/Grade** | | MBA  (2 years full time course) | Dual specialization- Marketing and HR | Vidyasagar University | 2010-2012 | 57% | II | | Post Graduation Diploma | Public Relations & Advertising | Netaji Subhas Open University | 2007-2008 | 51.16% | ‘B’ grade | | |
| ***Education Qualification*** | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Name of the Exam.** | **Name of the Board/University** | **Year of Passing out** | **% of Marks** | **Division** | | Madhyamik | W.B.B.S.E. | 1996 | 54.44% | II | | Higher Secondary | W.B.C.H.S.E. | 1998 | 47.10% | II | | B.Com(Gen) | University Of Kalyani | 2001 | 45.55% | II | | |
| ***Computer Skills*** | |
| • **Passed DOEACC “O” Level** [Diploma in computer application] • M.S. office • Tally  • C, C++ Language  • Corel Draw, Photoshop, Page Maker  • HTML | |
| ***Summer Internship*** | |
| • Organisation : Bengal Surgicals Pvt. Ltd.  • Duration : 2 months  • Title : “Promotional activities and its impact on sales” | |
| ***Interests*** | |
| • Surfing Internet  • Gardening  • Travelling | |
| ***Personal Details*** | |
| • Date of Birth : Oct 20, 1980 • Nationality : Indian  • Marital Status : Single • Languages Known : Bengali, English & Hindi | |