Curriculum Vitaé

**Basic Information:-**

**Name : Tina Chakraborty**

Address **: 40/18 A Moore Avenue, Kolkata 7000-040**

Mobile No  **: 8981310829, 7980448295**

E-mail **:** [**tinachakraborty3@gmail.com**](mailto:tinachakraborty3@gmail.com)

Date of Birth **: 09/08/1991**

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

***‘Communication specialist with Marketing, Advertising & Public Relation background’***

**Career Goals:-**

At present I would like to establish myself with a company for a long time to gain as much experience as possible in the media or FMCG industry in order to brush up my skills & broaden the future opportunities. I want to see myself as a part of a big brand as the Media/Marketing head.

**Work Experience:-**

* Internship in **ECW Publicity Private Ltd** for a month in Marketing & Creative Department (16thOct-16th Nov,2012)
* **RSB Info solutions Pvt.Ltd** as a Web Marketing Consultant for 3months. (19th June – 23rd September, 2014)
* **EMG** as a Client Relationship Executive along with Marketing responsibilities (10th November 2014- 10th May 2015)
* **OJB Herbals Pvt Ltd** asAsst. Marketing Executive with PR responsibilities (1st June 2015-10th Feb 2017)

**Projects Worked In EMG:-**

* **Friends School Quiz** -The Longest Running Quiz to have completed 3 years on Air at 91.9Friends Fm
* **Kolkata Walkathon**
* **IMME 2014**: Designing stall for WEIR
* **Bioscope e Bajimat** by Abp Group
* **IQuation Corporate Cup Quiz (Delhi,Kolkata & Mumbai)**
* **Selfie Contest : Finding the pretty face campaign (Oshea Herbals)**
* **Bandisthan (Fever Fm)**
* **Shera Barir Pujo (Fever Fm )**

**Job Responsibilities:-**

* Looking after the entire Online Marketing (Promoting the product in various online portals , making product layout and promoting the same in instagram,facebook , etc,Product listing , Generating sales & generating the bills of all the sold products online,etc)
* Public Relation (Customer help , advice & support)
* Research & Development
* Generating Sales
* Handling social networking sites i.e. updating them according to the events.
* Events

**Academic Qualifications:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Degree / Certificate** | **Qualification** | **Institute** | **Board /**  **University** | **Year** | **Aggregate % / CGPA** |
| PGDM | Post Graduate | Bharatiya Vidya Bhavan | R.P Mumbai University | 2014 | 65% |
| Graduation | B.A Graduate | Gokhale Memorial Girls College | Calcutta University | 2010-2013 | 64% |
| 12th | I.S.C | Mansur Habibullah Memorial School | Delhi Board | 2010 | 78% |
| 10th | I.C.S.E | Mansur Habibullah Memorial School | Delhi Board | 2008 | 79% |

**Family Background:-**

My father Mr. Balai Chakraborty is an ex Indian Footballer, worked in the Eastern Railways & currently retired & my mother Mrs. Alpana Chakraborty is a house-wife. I have an elder sister, Donna Chakraborty & she is currently working in an Ad Agency.

**Additional Qualification / Achievements / Certifications:**

* Computer Fundamentals, M.S Office and Internet under the sector Information and Communication Technology certified by Ministry of Labour and Employment, Gov. of India.
* Passed the competency test in module- Desk Top Publishing under sector - Information and Communication Technology assessed by The Associated Chamber Of Commerce and Industry (ASSOCHAM)
* TCS Workshop- (English Communication and Basic etiquette under Affirmative Action by TCS-BPO), cracked the test and got selected for the 2nd round.
* Participated in State and District Level Badminton tournament.
* Got selected in the list of top 100 finalist from Calcutta in SENCO GOLD “Notun Ami” DIPTI , AE SOMAYE .

**Subjects of Interest:**

* Marketing
* Advertising
* Sales Promotion
* Media Management
* Photography and Editing

**Computer Proficiency:**

* M.S office

**Hobbies:**

* Art Designing
* Photography & Editing
* Music
* Networking

**Reference:-**

* Suvhas Chakraborty –Ex-Head **Merlin Group**
* Anjan Basu – Ex-Production Controller of **Mudra Communications Ltd** , currently working as a Creative Head of EMG.

I hereby declare that all the above information is true & correct

**Signature: Tina Chakraborty**