**MANISHA RAUT**

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Email: [msattitude.manisha5@gmail.com](mailto:msattitude.manisha5@gmail.com)

**CAREER OBJECTIVES**

To be associated with an esteemed organization where I can create a distinct identity for myself in the chosen field and utilize my skills and knowledge to conceive, develop and implement programmes that significantly impact the enterprise and further develop my business for my organization.

**AREA OF SPECIALIZATION**

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| --- | --- | --- |
| **Master’s in Business Administration** | : | Major - Marketing |
|  | : | Minor - Finance |

**WORK EXPERIENCE**

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| --- | --- | --- |
| Organization | : | **Matrimony.com Pvt. Ltd. (Bharat Matrimony)** |
| Duration | : | **Sept’ 14 - Present** |
| Key responsibilities | : | * Client acquisition * Sales and Promotion * Renew the existing and deactivated clients * Upgrading clients to higher packages * Customer Relationship Management |
| Highlights | : | * **Employee of the month for the month of December’ 14** * **Pan India topper twice** * **Rewarded with the title of best new comer** |

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| Organization | **:** | **Microsec Healthbuddy Limited (sastasundar.com)** |
| Duration | **:** | **Jan’14 – Aug’14** |
| Key responsibilities | : | * Franchise acquisition * Cold calling * Visiting prospects * Accountable for conversion of prospects into clients. * Handling transactions between client and the organization. * Maintaining healthy relationship with clients * Accountable for the arrangement of legal paper work for new franchises |

**SUMMER INTERNSHIP**

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| Organization | : | **Berger Paints India Limited** |
| Duration | : | 2 months |
| Location | : | **Kolkata** |
| Project Title | : | **Analysis Of Competitor Contractors And Loyalty Program In Increasing Market Share Of Berger Paints India Limited.** |
| Description | : | Interviewing the contractors to know their current taste, preference and choices and suggest the areas of improvements for increasing the sales of Berger Paints and analyse the loyalty program and execute the program to the master painters of the Berger paints. |

**EDUCATIONAL QUALIFICATIONS**

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| --- | --- |
| 2014 | **M.B.A.** in **Marketing** from **Institute of Business Management & Research**, (Affiliated to **WBUT**) & secured **77.9%** marks. |
| 2011 | **B.Com.** graduate from **S.A. Jaipuria College, C.U.** with **47 %.** |
| 2008 | **Higher Secondary** from **Airport Hindi High School, W.B.C.H.S.E.** with **58%.** |
| 2006 | **Madhyamik** from **Airport Hindi High School. W.B.B.S.E.** with **46.74%.** |

**COMPUTER PROFICIENCY**

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| Operating Systems Known | : | Windows XP, Windows 7, Windows 8 |
| Software Packages Known | : | MS office (MS Word, MS Excel, MS Power Point) |

**EXTRACURRICULAR ACHIEVEMENTS**

* Certificate in Fine Arts
* Certificate in Basic First Aid Emergency
* Certificate in Cambridge ESOL Entry Level
* Certificate in SAP

**PERSONAL VITAE**

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| --- | --- | --- |
| **Date of Birth** | : | 17th July 1991 |
| **Sex** | : | Female |
| **Nationality** | : | Indian |
| **Address** | : | Dashadrone Majhipara, Rajarhat Gopalpur, Kolkata-700136 |
| **Languages known** | : | English, Hindi, Bengali |
| **Hobbies** | : | Listening Music, Watching Movies, Cooking, Tele Shows, Fashion Magazine |

**DECLARETION**

I hereby declare that the information stated above is true and accurate to the best of my knowledge.

Date:

Place: Kolkata **MANISHA RAUT**