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| **Resume**  **Mugdha Chakraborty**  **PGPM- Marketing [Possessing total experience of 2.5 years+ in CRM Operations (Non IT)]** |  |

**Mob No: +91-9836708882**

**Email Id:** [**07mugdha@gmail.com**](mailto:07mugdha@gmail.com)

# **Objective**

Aspiring for career enriching role in an organization with committed and dedicated vision, where I can have ample opportunities to learn, gather experiences and can apply my expertise for the growth of the organization.

**Professional Experiences**

**Current Role Description**:

**Askme Group (Getit Infoservices Pvt. Ltd.)**  December 2013 to Present.

* Working as CRM Executive. Reporting to the Manager CRM-East.
* Looking after processing of post sales contract reporting to fulfillment of digital products like **Askme.com (Mobile Application and** **Web Portal),** Facebook, SEO, Google Adwords, E-Catalog, Tradeget, Hotdeals, Banner, SMS Marketing, Email marketing within TAT.
* Looking after the processing of post sales sellers reporting and processing to fulfillment of E-commerce products. Updating stores with their content on **Askmebazaar** **(Mobile Application and** **Web Portal)**
* Interacting with clients & sending service status check, activation/delivery emails to client.
* Looking after the processing of the **AskmePay**-**Mobile Wallet** application with all the details provided by clients.
* Conducting regular conversation (both verbal and non-verbal) with clients providing them update on services, product assistance, complaint handling.
* Maintaining inventory and updating clients with reports on all digital products on regular intervals.
* Maintaining & updating MIS (Master Sheet) in regular basis to keep track of our customer accounts.

**Skills**

* Proficient in Content Management and Online Space Management Tools.
* Proficient in Ecommerce Operation Tools.
* Proficient in Microsoft Office tools (MS Word, MS PowerPoint, MS Excel).
* Inventory and Database management tools.
* Proficient in Problem Management process and techniques.
* Excellent in formal verbal/non-verbal communication.

**Education Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year of Passing | Qualification | School/University | Special Subjects | Grade/CGPA |
| 2012-2014 | PGPM | Unitedworld School of Business, Kolkata | Major: Marketing  Minor: Financial Services | 75% |
| 2012-2014 | MBA | PTU | Major: Financial Services  Minor: Marketing | Result Pending |
| 2012 | BBA(H) | Pailan College Of Management And Technology |  | 78% |
| 2009 | 12th | Barrackpore Central Model School | Commerce | 72% |
| 2007 | 10th | The Good Shepherd Mission School | - | 63% |

## **Trainings**

## **Summer Internship in Pincon Spirit Limited** **2 Months**

* Market Survey
  + - A study on the Pincon’s product in Kolkata market.
    - A brief market research on the premium deluxe whisky segment which was to be launched in Kolkata market.
    - Visited authorized dealers for business survey in Kolkata market.
    - Learned about the various products in the liquor industry during that period.

## **Certifications**

* Received a certificate from Pincon Spirit Limited, Kolkata on successful completion of the Summer Internship Program.
* Completion certificate for a six weeks Live Project in Capital First Ltd.

## **Personal Details:**

Father’s Name : Mahesh Chakrabarty

DOB : 7th July 1991

Sex : Female.

Marital Status : Married.

Nationality : Indian.

Hobbies : Listening music, Reading, Watching movies.

**Declaration**

I hereby declare that the information given above are true and correct to the best of my knowledge and belief.

Place - Kolkata