**PARAMITA DAS**

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CORE AERA: Marketing & Sales **(Back Office)**

**Business development / Customer Relationship**

EXPERIENCE: Three Years

PRESENTCTC: 2.1 lakh (Approx)

**OBJECTIVES:**

To obtain a suitable position that utilizes my expertise in various areas like marketing and business development.

**EDUCATION:**

|  |  |  |  |
| --- | --- | --- | --- |
| **COARSE** | **BOARD** | **SPECIALIZATION** | **PERCENTAGE** |
| Secondary | W.B.B.S.E | General | 63% |
| High secondary | W.B.C.H.S.E | Commerce | 59% |
| Bachelors of commerce (b.com) | Mananmanian Sundaranar University | Accounts | 57% |
| Masters in business administration (MBA) | Annamalai university | Marketing | 67% |

**SKILLS:**

SOFT WARE: MS (word, excel, power point), Internet explorer

LANGUAGE: Fluent in English, Hindi, Bengali – Verbal & written

**OTHERS:**

Presentation, Teamwork, Problem solving, Leadership, Communication, Photography.

**INTERNSHIP:**

GREAVES COTTON, KOLKATA

* Assigned the project, **“SELF IMPROVEMENT THROUGH COMPETENCY MAPPING IN SUPPORT ROLES”.**
* Interaction with individuals in the **ACCOUNTS/ SYSTEM DEVELOPMENT.**
* Also involved in research work relating to construction equipment **SALES IN AREA.**

COAL INDIA LIMITED, KOLKATA

* Project was on “**TRANNING AND DEVELOPMENT AMONG THE EXECUTIVES IN COAL INDIA LIMITED”**

**PRESENT COMPANY: Axiom Estates Advisory Services Pvt Ltd**

YEAR OF EXPERIENCE: Nine Months (2016 - present)

JOB TITLE: Customer Relationship Manager / Sales coordinator

INDUSTRY: Real Estate

CATEGORY: Customer Relationship Department / Back Office

**WORK EXPERIENCE**

**PREVIOUS COMPANY: Amit International – A Realty Group**

YEAR OF EXPERIENCE: Ten Months (Approx) (2015 – 2016)

JOB TITLE: Customer Relationship Executive (Back Office) / Sales coordinator

INDUSTRY: Real Estate

CATEGORY: Marketing coordinator / Back office

**JOB DESCRIPTION:**

* Doing Pre- Sales Part As well as Coordinating with the total sales team.
* Ensuring the database is segmented effectively for marketing activities
* Overseeing direct Activities with customers through the CRM.
* Looking after day to day activities for the sale of the project.
* Working with Sales Team, Marketing Services to develop and maintain a customer.
* Looking after the Portal Posting and Also Keep the track for further follow up.
* Attend customer through mail or phone.
* Co ordinate with sales person and keeping track
* Keeping track with the developer for their new launched project.
* Keep rapport with the investors and make portfolio of them.
* Maintain Portal Properties.

**PREVIOUS COMPANY: M.D Properties Pvt Ltd**

YEAR OF EXPERIENCE: One year (2014-2015)

JOB TITLE: Marketing Executive / Property Advisor

INDUSTRY: Real Estate

CATEGORY: Direct Marketing

**JOB DESCRIPTION:**

* Project Site in charge.
* Give the total information to all Visiting customer of the site.
* Make them understand about the new project
* Build up a good relation with customer.
* Made some calls and convert them to sales.
* Giving the presentation regarding project.
* Achieve target set for the month.
* Initiate new client & doing sale.
* Also doing the resale property.
* Make rapport with the property consultant.

**PREVIOUS COMPANY: Global Adsorbents Pvt Ltd.**

YEAR OF EXPERIENCE: One year six months (approx) (2012 – 2014)

TERITORY: North India / South India

JOB TITLE: In house Marketing Executive

INDUSTRY: ChemicalManufacturing

CATEGORY: Business to Business

**JOB DESCRIPTION:**

* Build up a good relation with customer make them understand about the product.
* Should call prospects for product demonstration at our existing customer pointsto build confident.
* Giving the presentation regarding product.
* Attending the seminar, training & presentation.
* Achieve target set for the month.
* Execute work like drafting letters, emails, faxes, independently corresponding with various departments & office administration.
* Handling the total supply chain.
* On line bidding and execute the floated tender.
* Initiate new client & doing sale.
* Giving the training about the job profile and the product.

**PERSONAL DETAILS:**

FATHERS NAME: Mr. Dilip Das.

OCCUPATION: ExServiceman.

MOTHERS NAME: Mrs. Manjushree Das.

CORROSPONDENCE ADDRESS: 2/H/3, Roy Para Bye Lane, Kolkata – 700050.

DATE OF BIRTH: 6TH October 1989.

NATIONALITY: Indian.

GENDER: Female.

DATE: SIGN: