CURRICULUM VITAE

**SAINEE PODDAR**

**Email ID: [sainee.poddar@gmail.com](mailto:sainee.poddar@gmail.com) Contact No. - 08768754087**

**OBJECTIVE: Seeking a desirable position in a growth oriented organization where I can utilize and apply my knowledge, skills which would enable me to grow while fulfilling the organizational goals.**

**SNAPSHOT**

* **Enthusiastic, tactful, a good listener and has the ability to work in a team.**
* **M.B.A with Marketing as Major and Finance as Minor as specialized areas from Goenka College of Commerce and Business Administration, Kolkata.**
* **Keen interest in updating oneself as per the different market and business trends of the current business world.**

**PROFESSIONAL EXPERIENCE**

1. **WORK EXPERIENCE**

**Presently working in SD Software, Kolkata, (A division of Vision & Solutions), headquartered at Australia as a Content Writer with effect from 24.03.16.**

**Job Description:**

**1. Preparation of Ezine articles and SEO contents including blogs, articles, guest posts, web blogs, personal blogs and press releases.**

**2. Preparation of web contents for both In-house projects as well as outsourcing projects with the aim to maintain high content quality, fresh and engaging approach.**

**3. Preparation of business writing contents including newsletters, In-house SMO posts meant to be published in LinkedIn, Facebook and Twitter with a warm, welcoming and inviting approach for expanding market outreach and engaging with customers.**

**Worked at TS Web Technologies as the Content Team head from 10.02.15-18.03.16.**

* **Job Description:**
* **Research and review of contents written by Content writers, guiding them regarding quality quotients, conducting team meetings for project preparation and monitoring the ongoing task to confirm its timely delivery.**
* **Preparation of web contents, blogs, guest posts, SEO write-ups, articles in respect to specific requirements of the clients by improvising their search engine rankings.**
* **Have sound command to write informative and interesting write-ups on diverse topics ranging from IT, Internet Marketing, Web designing and development, law, fashion, engineering to education and many more.**

**Worked in Angel Broking Pvt Ltd as a relationship executive (B2C) dated from 07.06.14 to 31.01.15.**

* **Job Description: Acquisition of new clients, maintaining relation with existing clients in the process of listening to their feedback related to our products and services etc.**

1. **SUMMER INTERNSHIP PROJECT**

* **Name of the Firm : United Bank of India, HO, Kolkata (Retail Banking Department)**
* **Summer Internship Project Report : Retail Banking Of U.B.I**
* **Duration : 21st June 2013 – 20th July 2013 (1 Month)**
* **Project’s Content Description: Analyze the awareness of the various banking services provided by the concerned bank within existing customers, educate them regarding the same & also to access the reasons of reluctance of the customers for using those services. During the course of the training, conducted a survey in certain branches of U.B.I & thereon prepared a report focusing on the level of customer satisfaction of the bank.**
* **Key responsibilities: Prepared the retail hub reports on weekly basis, prepared the comparative chart of the various retail loans offered by different competitive banks, computed the NPA recovery of the bank on weekly basis and other data entry jobs etc.**
* **Key result areas: Customer Data Analysis with respect to certain variables such as income, occupation, level of customer satisfaction, brand loyalty, awareness & usage of various new products & facilities introduced by the bank etc.**

1. **DISSERTATION PROJECT**

* **Name of the project : DISSERTATION PROJECT ON GREEN MARKETING IN INDIAN TELECOMMUNICATION INDUSTRY**
* **Topic : Initiatives taken by the Telecommunication Industry of India with respect to Green Marketing.**
* **Project Content’s description : This project mainly focuses on doing an in-depth analysis of the green initiatives of the considered companies (BSNL, Vodafone, Reliance and Airtel) , role of government in encouraging the major players of this industry to adopt such green practices, importance of factors leading the companies in the green process of operations, harmful effects of carbon footprint, Green House Gases emission, measures taken by them in context to demand management and supply management etc.**

**SCHOLASTICS**

* **M.B.A with Marketing as major stream & Finance as minor stream from the above mentioned institute with 66% in aggregate (constituting of four semesters) in the year 2014.**
* **B.COM (Hons) in Accountancy from Burdwan University in the year 2011 with 60% aggregate marks.**
* **C.B.S.E 12th Board Examination in the year 2008 with 79.2% aggregate marks.**
* **C.B.S.E 10th Board Examination in the year 2006 with 67.5% aggregate marks.**
* **Done a Diploma course in Financial Accounting System & MS Office System from Youth Computer Center, WB.**

**EXTRA CURRICULAR ACTIVITIES AND ACHIEVEMENTS**

* **Was an active member in cultural activities of schools and college.**
* **Participated in an exhibition focusing on the topic of ‘Entrepreneurship’.**
* **Participated in the cultural and inaugural programs of the inter school competitions.**

**HOBBIES AND INTERESTS**

* **Like to read novels (mostly fiction).**
* **Do have a keen interest in subjects like singing & dancing.**
* **Look forward to learn new things of good influence.**
* **Like to listen music (mostly of Hindi and Bengali)**

**PERSONAL SNIPPETS**

* **Date of Birth : 12.02.1990**
* **Guardian’s name: Paritosh Poddar**
* **Gender : Female**
* **Nationality : Indian**
* **Marital Status: Unmarried**
* **Permanent Address: 105/1 No. Mohishila Colony,**

**Asansol – 713303, Dist – Burdwan , (W.B)**

* **Languages known : English, Bengali and Hindi (Read, write and speak)**