** SIMANTINI SAMANTA**

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**CAREER OBJECTIVES**

To seek a suitable opportunity in a corporate organization in the areas of Marketing in an appropriate role where my skills and knowledge can be shared and which gives me a very good opportunity to learn.

**CAREER SUMMARY/ CAREER PROFILE**

I have completed *Post Graduate Diploma in Management (PGDM)* from Calcutta Business School, an AICTE approved autonomous institute of repute in Kolkata, West Bengal. My specialization is Marketing.I am a self-motivated and enthusiastic individual with an attitude to learn and ability to adjust and adapt to changing situations. I can work individually as well as in groups.

**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

* **PGDM** with specialisation in Marketing and Minor Elective Courses in the area of Finance and IT from Calcutta Business School in 2014.
* CGPA (1st to 6th semester)- 6.58
* **B.Tech** in **Computer Science and Engineering** from **Murshidabad College of Engineering & Technology**(West Bengal University of Technology, approved by **A.I.C.T.E**) in 2009. Secured 1st Division with 65% marks in aggregate.
* **Class XII (in Science Stream)** from Laban Hrad Vidyapith for Girls’, Kolkata (WBCHSE) in 2005 with 62% marks in aggregate.
* **Class X** from Laban Hrad Vidyapith for Girls’, Kolkata (WBBSE) in 2003 with 82.13% marks in aggregate.

**ACCOMPLISHMENTS**

Worked in Chitra Angan Art School as a trainee graphic designer from December 2009 to December 2010.

Job details : improving images to meet needs of clients.

Experience II :

Organization : Kotak Mahindra Bank

Role/ designation : Assistant Sales Manager.

Period : February 2015 till Date.

Location : Mumbai

**Job Responsibilities:**

Prospecting and identifying new leads and pitching to the clients.

Generating Leads through Cold Calling and Meeting Clients

Selling of banking products to clients .

Acquisition of CASA (Current Account & Saving Account)

Acquiring New Client to Bank   
 Responsible to do campaigning for Acquiring Clients .

Experience IV :

Organization : Delta Enterprises

Role/ designation : Telemarketing Executive.

Period : June 2016 to till Date.

Location : Mumbai

**Job Responsibilities:**

Prospecting and identifying new leads and pitching to the clients.

Generating Leads through Cold Calling

Preparing Inspection sheet for clients

Fixing meetings for sales executive with Clients.

**INTERNSHIP EXPERIENCE**

**Company Name** : Larsen and Toubro

**Project Title** : **Qualitative Analysis of Business Expansion opportunities in Asia Pacific Region: A Case Study of L&T Construction**

**Duration**: 16.04.2013-30.06.2013(2 and ½ months)

**Brief Overview of Project:** As company wants to expand its operation in some Asian countries, I tried to find out the key factors for expansion of the company.Then those collected data are analysed thoroughly. Finally at the end of the project I came up with recommendation to enhance company’s performance in those countries. Based on the report the company can go to those countries to do further research work.

**ACADEMIC PROJECTS**

**Project Title : Analysis of the behaviour of customers of a bank who want loan.**

**Venue :** College

**Brief Overview of Project :** As a loan officer at a bank, the job to identify characteristics that are indicative of people who are likely to default on loans, and use those characteristics to identify good and bad credit risks through logistic regression.

**Project Title : Quantitative Analysis of behaviour of consumers .**

**Venue :** College

**Brief Overview of Project :** As a marketer the job to identify the consumers who are most likely to respond to a new offer by using RFM analysis technique.

**FINAL YEAR PROJECT (GRADUATION)**

**Project Title** : “**Online Airline Reservation System**”

Venue : College

Duration : 1 Year

**Brief Overview of Project :**This is a web based online airline reservation system which is done using JSP,HTML,Servlet,MS-Access. The purpose of the project is to create convenient and easy-to-use online system for passengers, trying to buy airline tickets. This system is intended to provide information needed to reserve seat(s) on various flights available throughout India.

**EXTRA-CURRICULAR ACTIVITIES & OTHER INTERESTS**

* Award received in Poster Competition in National level(UNICEF).
* Organizing exhibition in school.
* Managing funds in cultural events.
* Reading books and articles on brands,fiction.
* Interest in playing Chess,Photography, Mountaineering.

**PERSONAL INFORMATION**

**Father’s Name :** Mr. Shyamal Sakha Samanta

**Date of Birth :**  25/ 06/ 1987

**Languages known :** English, Hindi, and Bengali .

**Programming Languages** **:** Core Java ,SQL,HTML.

**Application Softwares** : SPSS, Photoshop, MS Visual Studio2008

**Operating Systems** : Windows XP,Windows7,Linux .

**Date**: 08.02.2017 SIMANTINI SAMANTA

**Place**: Kolkata