

**SRABASTI DEB**

**DOB – 26th Aug,1989**

Email Id - srabastideb89@gmail.com

Contact No. - +91-8647948592

Address - 10 A/ S.C Deb Street; Konnagar; Hooghly; WB; Pin-712235

**OBJECTIVE**

To excel as a professional. To be a contributor in my employing organization’s growth through sincerity and dedication towards work and to sharpen and deepen my skill sets. I wish to be part of an organization which is caring and promises opportunities for career growth.

**SKILLS AND ABILITIES**

* Communication skills – Diction and brevity is my forte. Clear, concise and to the point communication in a soft spoken manner is my style.
* Working with teams – I am very amiable in nature and gel with teams easily.
* Good listener
* Adept at basic computing skills including MS Office suite of products.
* Strong Management & Team Lead Skill

**ACADEMIC DETAILS**

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| --- | --- | --- | --- | --- |
| Name Of  Course | Board / University | Institution | Year of passing | Percentage/DGPA |
| MBA (Major- MARKETING)  (Minor- HUMAN RESOURCE) | IIEST | School of Management Sciences [Indian institute of Engineering Science and Technology, Shibpur] | 2013-2015 | 57.43% |
| Certification of Digital Marketing |  | Edu Pristine | May’17 – Aug’17 | Appeared |
| BBA (Hons.) | WBUT | Techno India Institute, Hooghly | 2011 | 7.06 (DGPA) |
| Higher Secondary (Class 12th) | WBCHSE | Konnagar Hindu Girl’s High School | 2008 | 61.6% |
| Matriculation  (Class 10th) | WBBSE | Konnagar Hindu Girl’s High School | 2006 | 62.4% |

**Professional Experience –‘June’15 to Nov’16 with sastasundar.com as Marketing Executive’**

**Company Name: MICROSEC HEALTHBUDDY LIMITED (sastasundar.com)**

**Job Role: *Generating leads by connecting with customers, Business development through marketing plan for its own distribution channel, Relationship building with distribution channel , System and telemarketing & business development training of Distribution channel & FMCG product promotion & sale through various corporate and public event, Event lead generation & back office event Co-ordination, Back end planning of event material co-ordination & man power planning , Team handling & Sales & Promotion training of Management trainee,Team Performance Report Generation via M-S-Excel..***

**INTERNSHIP & DISSERTATION PROJECT**

**Internship Project title: “RETAIL STORE OPARATIONS & CUSTOMER RETENTION”** with ***RELIANCE TRENDS LTD*** was basically a descriptive and research based project. The main motive behind doing this project was to

* Know the industry,
* Gain an overview of retail store operation,
* To find out the buying behavior of the customers coming in to Reliance Trends,

**Dissertation Title:** **“A Study on the Motivational FactorsAffecting the Sales Force in Retail Industry’’**

Objective of the Study

* To identify the factors of motivation that increase workers efficiency in retail sector.
* To identify key factors that should influence employee motivation in a corporate setting.

**PERSONAL DETAILS**

* Father’s Name:- Mr.Swapan Kr Deb
* Date of Birth:- 26th August,1989
* Gender:- Female
* Marital Status:- Unmarried
* Permanent Address:- 10 A/ S.C Deb Street; Konnagar; Hooghly; WB
* Preferred Location:- Any location

**LANGUAGES**

* English : Professionally proficient in reading, writing& speaking
* Bengali : Professionally proficient in reading, writing& speaking
* Hindi : Professionally proficient in speaking

***DATE: 26/06/2017***

