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MOMITA BOSE

Age: 26, Gender: Female

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ACADEMIC QUALIFICATION

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| --- | --- | --- | --- | --- | --- | --- |
|  | Year | Examination | Institute | Board/University | Percentage |  |
| 2014 | PGPBM | Bengal Institute of Business Studies | Autonomous | 66.5% |
| 2011 | B.A (Hons) | Rishi Bankim Chandra College for Women | W.B.S.U. | 48% |
| 2008 | Higher Secondary | Julien Day School | I.S.C. | 70% |
| 2006 | Secondary | Julien Day School | I.C.S.E. | 56% |

Objective

To work in a dynamic workplace environment, where my professional expertise and creative skills can serve benefit to the organizational emerging motives.

PROFILE

* Academic project developing
* Content writing
* Client interactions

WORK EXPERIENCE

Total Experience: 2 Years

1. RICERA BUSINESS MANAGEMENT PVT LTD

**Nov. 2014 – Till now**

Research associate

* **Academic research on marketing plans, advertising, brand development and business promotion**
* **Academic research on leadership style, HRD, Organizational Behavior**
* **Scrutinizing the potency of websites through digital marketing methods**
* **Project development on website content**
* **Specialized effort on poster designing**

Research tools

* **MS WORD**
* **MS Excel**
* **Ms PowerPoint**

1. BHARAT MATRIMONY

**Nov. 2013 – Feb. 2014**

Sales Representatives

* Leads generation
* Portal presentation
* Client interactions
* Renewing the inbound clients

SUMMER INTERNSHIP

Berger Paints India Ltd. Duration: April ‘13 – June ‘13

Purpose:

* Conduct a market survey to map the market reach of Berger Paints, to convert the non exclusive dealers into

exclusive Berger Paints’ dealers

Method:

* Gathered market intelligence through a live survey from the South Kolkata paint dealers to estimate the market share of Berger paints
* Estimated the potential revenue inflows from prospective dealers and formulated attractive offers and schemes to convert them into exclusive dealers

Learning:

* Learnt how to conduct market surveys and framing questionnaires to extract vital information from dealers
* Gained an idea about conducting feasibility analysis or identifying prospective dealers and overcoming market entry barriers for appointing new exclusive dealers, framing proper terms of trade and offers for dealers

KEY PROJECTS

* Influence of Advertisement on Food Habits of Children: Have established knowledge about the effect of advertisement on children, the criteria which they keep in mind while choosing two same products, but of different brand, which are featured in advertisement
* Effect of Branding on consumer purchase decision in FMCG goods and FMCD goods: Conducted a survey

to analyze how the brand effects the customer purchasing decision in FMCG goods and durable goods, comprehended the choice of the customers in branded / non-branded goods

* Project Report Consumer Preference Chocolate Brands : Executed a market mapping process to  measure the brand preference of chocolate consumers and the factors which affect the consumer preference at the time of purchasing chocolates

EXTRA CURRICULAR ACTIVITIES

* Conducted several communication, awareness, motivation workshop programs in rural West Bengal in 2010 - 2011
* Ideated the event flow for ‘Aghaaz’- a fund raiser organized by Chetna- the social service club of Bengal Institute of Business Studies
* Performed a dance recital for the teacher’s day celebration and BIBS Got Talent at Bengal Institute of Business Studies.

LANGUAGES

* Fluent in English, Hindi, Bengali, Punjabi

SKILLS

* Excellent ability to establish good working relationship with others.
* Good at oral communication and writing skills.
* Proficient with computer literate, such as Ms. Office, Internet.
* Ability to work as a team player and even as a team leader.

OTHER INTERESTS

* Dancing
* Painting
* Fitness centric activities
* Interacting with people
* Self driven beautician techniques

PERSONAL INFORMATION

**DOB**: 20thSeptember, 1989