**SHATABHISHA MAITRA**

**Mobile No. :** +919836060736 **Email Id:** [piyamaitra29@gmail.com](mailto:piyamaitra29@gmail.com)

Female : 26 years

Assignments in Marketing/Brand Management/Operations/Research/Analytics with an Organization of High Repute.

**Location Preference : Kolkata**

**An Overview:**

A dynamic professional with over 30 months work experience across sectors. Qualified MBA (Marketing & HR) from Bhartiya Vidya Bhavan Institute of Management Science, West Bengal University of Technology (WBUT). An effective communicator with excellent relationship building & interpersonal skills. Currently working as a Assistant Manager in Netscribes Incorporation.

**Scholastics:**

* MBA (Marketing & HR) from Bhartiya Vidya Bhavan Institute of Management

WBUT with 8.03 YGPA in the year 2012.

* B.SC (Economics Honours) from South City College, Calcutta University with 46% marks in the year 2009.
* Completed Schooling from Our Lady Queen of the Missions Convent in the year 2006 with 72% in I.S.C. and scored 79% in I.C.S.E.

**Experience:**

* 8 months experience in Retail Banking operations and client Relationship Management in Karur Vyasa Bank Ltd. Exposure in Handling various processes including opening and management of various account, maintaining documentation and providing the basic banking facilities to customers.
* Over 24 months experience in Business, Investment and patent research, Market research, Social media intelligence, Market intelligence, Brand intelligence and surveillance, Sales intelligence, Lead generation, Marketing collateral management, Account intelligence in Netscribes Incorporation.

**Accountabilities:**

* Managing the entire gamut of tasks in the branch including new accounts opening, issue of cheques books & debit cards and updation of account statement and passbook.
* Handling receipt & payment of Current/Savings Account Deposits, Term Deposits & Fixed Deposits.
* Ensuring compliance to rules and regulations of the bank including latest circular of notifications, maintain documents as per Bank & RBI guidelines.
* Managing the delivery of customer services for improving client satisfaction levels for high value corporate accounts as well as individual customers.
* Ensuring achievement of sales targets as per pre-defined parameters
* Lead generation, marketing and business development for Netscribes Inc. and Research on Global Markets - Market Intelligence, Business Research, Social Media and Digital Marketing Research services throughout USA.
* Identifying trendsetter ideas by researching industry and related events, publications and announcements. Tracking individual contributors and their accomplishments.
* Locating or proposing potential business deals by contacting potential partners, discovering and exploring opportunities.
* Screening potential business deals by analyzing market strategies, deal requirements , potential and financials , evaluating options and resolving internal priorities .
* Developing negotiating strategies and positions by studying integration of new venture with company strategies and operations , examining risks and potentials , estimating partners' needs and goals .
* Closing new business deals by coordinating requirements , developing and negotiating contracts , integrating contract requirements with business operations .
* Updating job knowledge by participating in educational opportunities , reading professional publications , maintaining personal networks , participating in professional organizations .
* Managing a team of 8 , create an environment orientated to trust , open communication ,creative thinking and cohesive team effort . Facilitate problem solving and collaboration also maintaining healthy group dynamics .

**Industrial Training:**

**Organisation :** Dishergarh Power Supply Corporation Ltd.

# Project : Structure Reporting/clusterization with key account Management.

**Description :** The objective of this project is to analyze the potential of the market and also to analyze the perception and attitude of the investors towards the power sector specially to DPSCL.

**Present/Symposium:**

* Presented Marketing strategy plan which included advertisement planning, Jingle creation and sales promotion of the product.
* Given many presentations during M.B.A and was appreciated by Lecturers for presenting the topics exceptionally well.

**Computer Proficiency:**

* Has attended and successfully completed the course on Windows, Word, Excel and Internet from Brain ware and the performance was rated excellent.

**Language(Written & Spoken):**

* Languages: English, Bengali, Hindu

**Extra Curricular Activities:**

* A 3rd year diploma holder in painting
* Was an active member of Cultural Committee of my school Our Lady Queen of the Missions.
* Actively participated in different activities like organizing different events in school and college level.

**ACCOLADES:**

* Won prizes at school level activities like extempore, creative writing, painting & quizzes
* Won zonal 3rd prize in essay writing competition.
* A quick learner with the ability to work under pressure and meet deadlines.
* Exceptionally well organized with a track record that demonstrates self motivation, creativity and initiatives to achieve the set of goals.
* Posses strong inter personal skills and ability to organize events and handle group.

Have topped in MBA from B.I.M.S. in Marketing Department.

**Personal Details:**

Father’s Name : Pinaki Maitra

Date of Birth : 29 May, 1988

Permanent Address : 19/5, Seal Lane, Kolkata-700 015

Maritial Status : Single

Hobbies : Reading books, Painting, Listening to Music, Observe people.

**Date: 08.05.2015.**

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**Place: Kolkata SHATABHISHA MAITRA**