**Curriculum Vitae**

# MALLIKA SARKAR

## IMG_20170606_174102_793.jpg

## *Permanent Residential Address:*

## 39/2 J Road, Belgachia, Howrah 711105

## E-mail ID: [**mallika.sarkar3@gmail.com**](mailto:mallika.sarkar3@gmail.com)

## Phone No.: **(+91)9163835844(M)**

|  |
| --- |
| CAREER OBJECTIVE :    I would like to apply my knowledge and skills on a platform from where I can build myself as successful person and to serve my company with all my dedication |
|  |
|  |
|  |
|  |

|  |
| --- |
| Work Experience: 2 Previously worked as **E-commerce Executive** with Nite Flite of Ramesh Kumar Company.(From November 2015 to march 2017)Job Responsibilities :  * + Managed end-to-end e-commerce operations for apparel brand of reputed company   + Have been preparing **Product catalogs**, giving discounts for all major channels, solving daily problems regarding different portals, communicating with account managers, handling photo shoots, image editing, sampling new products.   + Managing third party channels like **Amazon, Snapdeal, Flipkart** etc. which include product listing, management of seller accounts on all the portals, dealing with category managers, customer returns, designing promotional deals and offers, dealing with payment issues etc.   + Daily operations for e-commerce including order processing   + Inventory Management : Unicommerce.   + Regular analysis of sales trends in order to give key insights to the company   + Manage social marketing strategies - for Facebook, Twitter, Instagram etc.   + Build relations with new portals and increase online presence and sales |

|  |
| --- |
| Work Experience: 1 Worked as ***Marketing Executive/Merchandiser*** at Leatherman Fashion PTV LTD.**[From August 2014 till November 2015]**  * Job Profile : * Working knowledge of MS Office - Word, Excel, PowerPoint, Web browsing & Email drafting. * Making new product catalogs, using Power Point, Photoshop, & other editing tools on regular basis using different editing tools, including setting up the studio, clicking photographs of the products. * Have been involved in Cold calling, Quality Analysis, Production Follow-ups and Price Negotiation. * Handling internal and external communication., through calls, emails, meetings etc. * Email marketing. * Have been actively involved in Sample Development for a wide range of Buyers. Have experience of working with wide range of Buyer across the globe – Germany, Italy, France, NYC, Japan etc. * Meeting the standards of Minimum Make Requirement of different Buyers. * Analyzing change in Fashion Trends, meeting Annual Targets. * Meeting and coordinating with Buyers. * Allocating orders for raw materials along with production follow-ups. * Production Planning, Quality assurance. * Client coordination/Client handling. |

ICATION

Post-Graduation (M.A.)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sl. No. | Name of Institution | Name of Exam | Year of Passing | Percentage | | |
| 1. | **Rabindrabharati University** | **M.A (PART:2)****Mass Communication** | **2014** | | **58%** |
| 2. | **Rabindrabharati University** | **M.A (PART:1)****Mass Communication** | **2013** | | **57.8%** |

Graduation: (B.A.)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sl. No. | Name of Institution | Name of Exam | Board or University | Year of Passing | Percentage |
| 1. | Seth Anandram Jaipuria College | **B.A.(H) in English Literature.** | University of      Calcutta | 2012 | 50.12% |
| 2. | Seth Anandram Jaipuria College | **B.A.(H) in English Literature.** | University of Calcutta | 2011 | 45% |
| 3. | Seth Anandram Jaipuria College | **B.A.(H) in English Literature.** | University of Calcutta | 2010 | 59% |

Pre-graduation

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sl. No.** | **Name of Institution** | **Name of Exam** | **Board or University** | **Year of Passing** | **Percentage** |
| **1.** | Bantra Bidhubhusan Pal Choudhury Girls High School, Howrah | Higher Secondary (10+2) | West Bengal Council of Higher Secondary Education | 2009 | 80.02% |
| **2.** | Bantra Bidhubhusan Pal Choudhury Girls High School, Howrah | Secondary Examination (10) | West Bengal Board of Secondary Education | 2007 | 72.62% |

OTHER PERSONAL DETAILS :

|  |  |
| --- | --- |
| Name                                                                   : | Mallika Sarkar |
| Father’s Name                                                   : | Mr. Kajal Sarkar |
| Date of Birth                                                      : | 30.04.1991 |
| Sex                                                                      : | Female |
| Nationality                                                         : | Indian |
| Languages I can Speak, Read, Write              : | English, Hindi, Bengali |
| Favorite Pastime                                               : | Browsing, reading novels, hanging out, cooking, watching movies. |
| Hobbies                                                              : | Dancing, I can’t sing but that doesn’t mean that I don’t. Making new friends, gathering information about new technology. |

PERSONAL ACHIEVEMENTS:

|  |  |
| --- | --- |
| **1.**    **2.**    **3.** | **Diploma certificate in Fine Arts.**    **Fluent in English, Hindi & Bengali.**    **Compatible with browsing, MS Word, EXCEL, PHOTOSHOP. Basic knowledge of HTML, Adobe PageMaker, Quark express, and Adobe Premiere.** |

**Strength**

|  |
| --- |
| * Marketing, team work, pressure handling, * Social media, social networking, * Preparing internal order sheets, * Research, marketing strategy, problem solving, * Advising quality department about quality level, * Mediating production and quality departments, * Internal & external communication. * Helping documentation department, Taking responsibility for inspections.  DECLARATION:   I hereby declare that all the above information are true to the best of my knowledge and belief.    Mallika Sarkar  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |