Curriculum Vitae

**PAROMITA ROY** #3638, Road # 7, BHEL MIG Phase 2,

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**Objective**:

Seeking a position in sales & marketing where my knowledge & experience will be utilized to maximize company potential along with a challenging and rewarding career that provides avenues for continuous growth to utilize my creativity and zeal to learn.

**Career Profile**:

Marketing Executive with 2 years 7 months experience in sales and marketing. Trained in Digital marketing (SEO, SEM & SMO). Strong analytical and problem solving skills.

* Excellent written and verbal communication Skills
* Highly trustworthy and ethical
* Effective at multi-tasking

**Work Experience:**

* **Organization :** Suksh Technology (P) Ltd.
* **Designation** : Senior Marketing Executive
* **Duration :** August 2011 to March 2012

The key job responsibilities include the following:

* Finding new products and uploading it to the company’s online shopping site.
* Database management for sms and email marketing.
* Promoting company’s website in social networking sites, social bookmarking sites.
* Involved in team building and setting team monthly target.
* Sales training and evaluating the performance of team.
* **Designation :** Senior Sales Executive (Inside Sales)
* **Duration :** Feb 2011 to August 2011

The key job responsibilities include the following:

* Sourcing prospective clients for financial leads.
* Handling client enquiries.
* Maintaining and managing database of existing and new clients.
* Responsible in achieving company’s assigned target.
* **Organization :** Sennovate Infotech (P) Ltd.
* **Designation :** IT Course Counselor
* **Duration :** September 2010 to January 2011

The key job responsibilities include the following:

* Attending walk-in enquiries, telephonic enquiries and email enquiries.
* Maintaining student database and providing regular feedback about the lead received.
* Counseling the students, dealing with their queries and enrolling for the course.
* **Organization :** Satvat Infosol (P) Ltd.
* **Designation :** Sales Executive
* **Duration :** September 2009 to August 2010

The key job responsibilities include the following:

* Responsible for the management of account growth.
* Through client-specific presentations increased the benefits and promoted the cost-effectiveness.
* Responsible in achieving target.

**EDUCATIONAL QUALIFICATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Examination** | **Board/ University** | **Percentage**  **Obtained** | **Div./Class**  **Obtained** |
| MBA (Marketing) | VTU | 61% | - |
| B.Sc (Major in Zoology) | Gauhati University | 50% | II |
| H. S.  (10+2 Standard) | AHSEC | 47% | II |
| H. S. L. C.  (10th Standard) | SEBA | 66% | I |

**Technical Skills**

* Trained in Digital Marketing (SEO, SEM, SMO)
* Well versed with Microsoft office - MS Word, MS Excel, MS Outlook, MS PowerPoint
* Internet application - Web browsing, E-mails and Internet usage.

**Project:**

* **Organization :** HCL Info Systems
* **Topic :** Market demand for laptops
* **Duration :** 6 weeks

**Co-curricular activities:**

* Taken active part in marketing forum as a coordinator.
* Participated in field study of rural marketing on topic of rural market infrastructure development.
* Participated in Deccan Herald workshop.

**Personal Details:**

Date of Birth : 4th June 1986

Nationality : Indian

Sex : Female

Marital Status : Married

Linguistic Proficiency : Bengali, Assamese, English & Hindi

**Declaration:**

I hereby declare that the above mentioned information is true to the best of my knowledge and belief

Place: Hyderabad

Date: 04.12.2013 Paromita Roy