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| **Resume**  **ANANYA DUTTA**  **J:\Important document\Photo  01.jpg**  **Core Knowledge**   * Organizational study * Time Management * Decision Making * MS Project   **E-Mail:**  **ananya.304@gmail.com**  **Mobile No**:  +91-8867364601 / +91- 8618324643  .  **Permanent Address:**  88, Adarsha Nagar Agarpara  Kolkata-700109 | | OBJECTIVE  To make a sound position in the corporate world and work enthusiastically in teams to achieve the goal of the organization with devotion and hard work.  Pen Picture  I can take up any responsibility and complete the given work successfully. I believe that my commitment and hard work to face any challenge in life will never fail me. I am also very much comfortable working in team under any kind of pressure.  What I can offer to the organization  **Manage Employees**: My good listening skills coupled with an effective interactive capability help me to analyze employee requirements.  **Manage Requirement**: My computing skills backed up with strong documentation skills enable me to manage all organization’s requirements accurately at all levels of business.  Core Skill   * Innovative, Dynamic and Detail oriented. * Organized and well-structured at work. * Good team worker * Committed to deadlines and schedules. * Good Communication Skills * Positive attitude and Determined   Academic Qualification   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Sr.No.** | **Course** | **College** | **University** | **Year** | **Percentage** | | **1** | **MBA**  **MARKETING** | **Ramaiah Institute of Management Studies** | **University of Mysore** | **2012 -2014** | **63%** | | **2** | **PGPM Marketing** | **Ramaiah Institute of Management Studies** | **Autonomous** | **2012-2014** | **78%** | | **3** | BBA(H) | Techno India | West Bengal University of Technology | 2012 | 70% | | **4** | Higher  secondary | **Ishapur Girl’s High School** | WBCHSE | 2009 | 68% | | **5** | 10th Std. | Ushumpur Adarsha Uchha Vidyalaya | WBSE | 2007 | 72% | |
| Personal Data  **Date of Birth:**13th May, 1990  **Sex:** Female **Marital Status:** Unmarried **Nationality:** Indian  **Linguistic Knowledge**  English, Hindi, Bengali  **Interests and Hobbies:**   * Dancing * Painting * Crafting * Travelling   **Personal Achievements**   * Haveorganized college events such as Mad act, danceetc. * Have participated in group dance in college annual fest. * Successfully represent the class in PG being Class representative of the class. | Additional Knowledge   * Proficient in use of MS OFFICE applications like Word, Excel & Power point. * Comfortable in working in Windows 98, Windows Vista, Windows XP, Windows 7 Operating Systems. * Proficient in use of Internet Application in extracting information as well as communication purposes such as Outlook Express. * Comfortable with basic Google Adwords, Google Analytics * Proficient in Ad proofing * Proficient in use of Homebuy360 CRM software   Thesis Project:  1. PG Project  Project Title : Consumer preference towards Cadbury chocolate.  Company Name : Cadbury  Duration : 3 Month  Profile : Consumer preference towards Cadbury chocolate  Objective:To know the consumer view towards Cadbury, that will help the  Company to know the exact need of the customer.  2. INTERNSHIP  Project Title : Organizational Study  Company Name : Total Presentation Devices Ltd.  Duration : 1 month  Profile: To assist manager in developing more effective work within the  Marketing department.  Objective : To Study the various functional departments in a single Organization.  3. Industry study  Project title :Performance appraisal of BSNL  Duration : 1 month  Profile : To study the performance appraisal system.  Objective : To study the review of the current appraisal system in order to enhance  Productivity.  **Project work for industry integrated course (PGPM)**  Project Title : A field study in Corporate Social Responsibility  Company Name : Nirmal sishu bhaban  Duration : 1 month  **Objective** : To Study about the Corporate social responsibility through the service  Provided to the orphanage and handicapped children. | |

Work Experience

**Company: Pasari Group**

**Designation:** Customercare - Marketing

**Duration:** April 2017 – Present

**Roles & Responsibility**

* Customer relation (Post Sales)
* Vendor management
* Internal Marketing
* Basic Online marketing (SMM, SEM)
* ORM (Online Reputation management)

**Company:Karle Infra Pvt. Ltd**.

**Designation:** Executive- Marketing

**Duration:**Feb 2015 –Feb 2017

**Roles & Responsibility**

* Marketing operation
* Customer loyalty activity
* Vendor management
* Internal branding
* Manage production of marketing collaterals including record keeping and inventory management.
* Event management
* Enquiry management by using Homebuy360 software
* Proofing the ads before sending to print
* Basic Online marketing (SMM, SEM, Email Marketing)
* ORM (Online Reputation management)
* Research on keywords for SEO & SEM

**Company:Genesis IT Innovation Ltd**.

**Designation:** Business Development Executive

**Duration:**8 months

**Roles & Responsibility**

* Data Collection
* Cold Calling
* Lead Generation
* Sales
* After sales service
* Maintaining Relationship with Existing customers