**Susmita Mitra**

###### CONTACT ADDRESS:

T1,Tirumala apartment

Jai hind enclave,Madhapur

Hyderabad - 500081

**MOB:** 07331176008/09052163570

**Email:** [susmitamitra30@gmail.com](mailto:susmitamitra30@gmail.com)



**Objective**

* To serve the organization that demands hard work, research, skills, perseverance and implementation of knowledge into the practical world.Seeking a position in the field of marketing/operation, where I can use my in-depth knowledge to match up with the level of organization & achieve the long term goals that have been put into place.

**Academic Credentials:**

* Completed Post Graduate Program in Management (2013-15) from Regional College of Management
* Completed Bachelor in Science from Jogamaya Devi College under University of Calcutta -2012
* Completed Higher Secondary Education from Tehatta High School, under WBBHSE-2009
* Completed Matriculation from Tehatta Sridam Chandra Balika Vidyalaya, under WBBSE-2007

**Projects:**

* **Summer Internship Project report on “Impact of Advertising on Consumer Buying Behaviour’’ DDB MUDRA GROUP,Kolkata**.

**Please Note***: This project involved field visit with live interaction with consumers understanding their perception and make them more acquainted regarding advertising in different form.*

* Live Project on Innovative promotional strategies for BIG BAZAAR and Star Jalsa Channel
* Live Project on Marketing Mix of Tata Tele services

**Please Note*:*** *These projects involved field visit with live interaction with customers ,officials and primary and secondary research regarding sales growth of business and various marketing strategies.*

**Work Experience:**

**1. CIGNITI TECHNOLOGIES Pvt Ltd (June ’15 – Present )**

**Designation : Associate Executive – Market Research**

* List Building
* Database building
* Contact Mappings
* Contact Profiling
* Account Intelligence
* Industry Analysis
* Competitive Intelligence
* Database tools : Google,Discover.org,Crunchbase,Hoovers,LinkedIn,Facebook,Twitter,Insideview,Staista,Nasdaq,Rainking,Salesforce etc.

**2. 2 years of part time work experience in event management, branding and promotion**

**Skills**

* A good team player who is very specific in approach and enjoys sharing knowledge and encouraging others to achieve team goals and taking initiative to meet and resolve challenges.
* Critical thinker who believes in accuracy and perfection and probing backed up by strong analytical skills.
* Self-motivated, energetic, ambitious person with a responsible approach to undertake any task that is assigned, with utmost commitment and loyalty.
* Quick learner having a good communication Interpersonal skills.
* Never give up mentality with politeness and patience even in most difficult stressful situation.

**Technical Competencies**

* MS Office Tools (Excel, PowerPoint, Word)
* Windows XP, 7 & 8
* Proficient in Tora

**Achievements**

* Won first prize in paper ad making competition.
* Won prizes in poetry writing, dancing and painting competition

**Hobbies**

* Writing
* Reading about new marketing trends,research tools
* Painting
* Dancing

**Personal Details**

* Date of Birth : 14/10/1991
* Gender : Female
* Father’s Name : Samiran Mitra
* Mother’s Name : Rekha Mitra
* Languages known : English, Hindi, Bengali
* Permanent Address: Tehatta,Thakur Para; Post : Tehatta; Dist : Nadia ; Pin -741160, West Bengal

Place:

Date: Susmita Mitra