**Usha Sharma**



***M.Sc (Ag) in Agriculture Extension with around 2 yrs experience as Marketing Co-coordinator East, in E.I.Dupont***

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| Career Objective |

Seeking a responsible marketing post with diverse roles and responsibilities, where I can show my abilities.

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| Professional Summary |

* A progressive thinker and multitalented professional having **1 year 10 months** of rich experience as a marketing coordinator.
* Exceptional in implementing marketing laws practically.
* Expert in developing marketing programs for a variety of business-to-business clients.
* Proven ability to build new business relationships and new territories.
* Experience in developing business opportunities within existing client bases.
* Excellent communication skills with strong interpersonal and leadership skills.
* Ability to handle the team effectively, strictly adhering to the core ethical values.

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| Professional Experience |

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| Working as **Marketing Co-Ordinator East**, in **E.I DuPont India Pvt Ltd** from **July 2015** to Present | **Key Responsibilities**   * Manage marketing plan to establish Pre- Launched product in the Market. * Conducted many Large Plot Demonstrations (LPD) of Pre- Launched Product. * Assign targets to the team and motivate, follow up and guide the team. * Supervise the daily work of the team. * Manage the communication with upper management for daily market updates. * Collection, review, analysis and presentation of data. * Represent the LPD marketing team of entire eastern region during senior management meets. * Recruit and train the new joiners in the team. * Organize Monthly Business meetings and weekly Audio calls. * Budget allocation and effective budget handling for demand generation activities. * Prepare monthly review reports. * Supervise demand generation Activities for Pre- Launched products. * Focused Group discussions and survey reports on market insights. * Study and reports on positioning of Pre- Launched Products. |

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| Achievements |

* Successfully launched **Galileo Sensa** and established in the market.
* Successfully managed and achieved targets for the Entire East territory (Odisha, West Bengal and Assam)

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| Academic Credentials |

* **M.Sc** (Ag) in **Agricultural Extension** from **Indira Gandhi Krishi Vishwavidyalaya**, Raipur – **7.8** (CGPA)
* **B.Sc** (Ag) from **Assam Agricultural University**, Jorhat – **6.8** (CGPA)

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| Academic Projects |

* Six Months **Rural Agricultural Work Experience (RAWE)** which included Extension Activities like Method Demonstration, Result Demonstration, Information Centre, Awareness and Training Programmes, etc.
* Study on Information Management Behavior of Ginger Growing farmers of Karbi Anglong district (Assam).

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| Software Skills |

**Applications**  MS Word, MS Excel, MS Power Point, MS Access, SPSS

**Concepts** Computer Fundamentals, Internet and E-mails

**Operating Systems** MS Windows XP / Windows 7

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| Personal Profile |

**Date of Birth** 10th April 1988

**Gender**  Female

**Marital Status** Married

**Language Proficiency** English, Hindi, Assamese, Bengali

**Address for Communication** CC 79, Street 233, Action Area 1C, New Town, Kolkata – 700156

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| Declaration |

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

Place: Kolkata

Date: 26/05/2017 Usha Sharma

**References**

Rajib Dutta, Lallan Chatterjee,

Regional Sales Manager, E. I. DuPont, Regional Sales Manager, E. I. DuPont,

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