

Ritam Chakraborty

riitamchakraborty@gmail.com | 9818281912



WORK EXPERIENCE (4 years 3 months)

- Dec, 2020 – Present: **Marketing Manager** at Dot & Key Skincare
Ensuring uniformity of communication across all platforms (Instagram, Website, Marketplace), Social Media communication planning and execution (managing Agency and in-house creative), and Public Relations.
- May, 2019 – Mar, 2020: **Associate Account Manager** at Percept Limited, Mumbai
Digital/Social Media and Mainline Campaign Creator and Manager. Also specialized in presentations and pitching to new clients
Achievements: Retained Bombay Dyeing, Won Kumar | **Employee of the Month** of February, 2020.
Brand Custodian of **Bombay Dyeing, Kumar, FedEx**
Resigned from Percept on receiving appointment letter for Team Leader – Marketing from Kesari Tours, Mumbai in February where I was advised to join on 6th April 2020, but joining had been delayed indefinitely due to the Covid-19 pandemic.
- May, 2016 – June, 2017: Account Executive at Pressman Advertising Limited, Delhi
Client Servicing, Media Planning and Buying, and Business Development.
- June, 2014 – Dec, 2015: Retail Operations Executive at Reliance Brands Limited, Delhi
Consistently over-achieved sales targets, managed budgets, inventory, on ground activations and events. Later managed and trained a staff of 5 consultants. Was promoted to the Marketing Team for securing 2nd position All-India.

EDUCATION

Qualification	School/College	Year of Passing
PGDM – Marketing	Welingkar Institute of Management, Mumbai	2019
BF Tech (Apparel Design & Production)	National Institute of Fashion Technology (NIFT), New Delhi	2014
CBSE (12th) Science	Amity International School, Saket, New Delhi	2010
ICSE (10th)	The Frank Anthony Public School, New Delhi	2008

PROJECTS

- Reliance Brands Limited (May, 2018 – June, 2018): Served as a Marketing Intern working on CRM Analysis (RFM & Customer Profiling for Brand and Omni Channel), Brand Campaign Management (Concept Strategy, Content, Creative Strategy and Budgeting), Social Media Content Curating, Brand Event Management and Vendor Management.
Brands – **Gas Jeans, Scotch & Soda, Thomas Pink**
- Leo Burnett, Mumbai:** Research and Ideation for Creative Pitch and Campaign for a top Innerwear Brand.
- Global Citizen Leadership in collab with USA based CCL – Role of Media in training young users about internet risks.

CERTIFICATIONS / TECHNICAL SKILLS

- Advanced Google Analytics – Valid till August, 2023
- Google Analytics for Power Users – Valid till August, 2023
- Google Ads (Display, Search, YouTube, Shopping) – Valid till August, 2021
- PPC (Pay-per-click) Fundamentals – Valid till September, 2021
- Data Analytics Fundamentals for E-commerce (Amazon) – Does not expire
- SEO Fundamentals – Valid till September, 2021
- Social Media Marketing – Valid till November, 2022

LEADERSHIP ROLES

Placement Secretary of the Placement Committee, Welingkar – Mumbai (**Elected** by students and Group Director), 2017-19
Editor-in-chief, Samvad – the official college magazine, Welingkar – Mumbai (**Elected** by Group Director), 2017-19

AWARDS

Employee of the Month – February, 2020 (Percept Limited)
Retail Program Qualifier – **All India Rank 2nd** (Reliance Brands Limited)
Winner of **Best Speaker** and Best Team Awards- Debate (The Frank Anthony Public School, New Delhi)

INTERESTS

I write. I am at the final stages of my first novel tentatively titled “Extraordinary Lessons from an Ordinary Life”
I am an avid reader too. Favorite Authors: Orwell, Melville, Tolstoy and Dostoyevsky.