



SUBHASHITA MAITRA

CONTACT

Address : 6/13, M.M. Feeder Road, Ariadaha, Kolkata-700057

Contact No: 9903276161

Email id : moonmaitra@gmail.com

PROFILE

Experienced in Marketing & Branding, Events & Promotions, Communication & Coordination, Back end operations, Customer Relationship for 14 years. Highly organized, self-motivated, and proficient with computers.

KEY SKILLS

- Effective Communication
- Coordination
- Organized
- Proficiency in Microsoft Office – MS Excel, MS Word, MS Power Point

EDUCATION

- | | |
|---|-----------|
| ➤ Bachelor's Degree – Commerce (Accountancy Hons)-Calcutta University | 2000-2003 |
| ➤ Higher Secondary – Commerce – W.B.C.HSC. | 2000 |
| ➤ Secondary Examination – I.C.S.E New Delhi | 1998 |

IT SKILLS

- Microsoft Office – Word, Excel, PowerPoint , Microsoft Outlook

WORK EXPERIENCE

LIFESTYLE INTERNATIONAL PVT LTD. (MAXRETAIL DIVISION)-June 2018-till date

Senior Executive – Cluster Marketing

- Reporting to the Manager-Brand & Advertisement
- Analyzing the daily, monthly, yearly sales, footfall, conversion reports
- Looking the branding and the seasonal launches, campaigns in east region.
- Responsible for new store launches, store events, promotional events.
- Responsible for the Gift vouchers issuance, distribution and redemption.
- Handling the tie ups with other brands as alliance partner.
- Vendor management services.

MANPOWER GROUP SERVICES INDIA P LTD.(Contractual for Tanishq)-Dec 2016 – June 2018

Marketing Coordinator – Tanishq

- Reporting to the Regional Manager – Jewelry Division
- Analyzing the daily, monthly, yearly sales, footfall, conversion reports
- Looking after the branding execution of east region.
- Responsible for new store launches, store events, promotional events.
- Handling the marketing budget vs expenses and the Vendor coordination
- Handling the Gift vouchers distribution and maintaining the records.

VEDANT FASHIONS PVT LTD (MANYAVAR) - March 2014 – Dec 2016

Senior Coordinator-Brand & Advertising Dept.

- Reporting to the Manager-Brand & Advertisement
- Analyzing the daily footfall conversion of all the stores.
- Looking after the Hoarding and other Advertisement campaign Pan India basis and all the ATL and BTL activities.
- Looking after the Marketing expenses, coordination with the vendors regarding the expense proposals, estimations and payment.
- Handling the accounts of the Gift vouchers issuances and redemptions.
- Monitoring the store details as per latest modification with Google Vendor and JusDial.
- Coordination with Advertisement agency regarding events and shoots.

EMAMI LTD - September 2012 – March 2014

Executive Planning – Export Division

- Reporting to the General Manager – Export Division
- Coordination with the Sales Coordinators and the Production units.
- Placing export orders and distributing the same in respective units.
- Maintaining export order records and factory production reports on daily, weekly and annual basis.
- Arranging the Samples and test reports from the respective units and providing the same to the concerned department for further shipment approval.
- Maintaining the documentation and some part of administration work of export division.

RELIGARE SECURITIES LTD – June 2007 – September 2012

Executive Operations

- Reporting immediately to the Regional Manager-Insurance and MF Broking
- Coordination with Sales Team
- Back end operation job-Sales report generation, preparing MIS.
- Coordination with different AMCs and Insurance companies.
- Responsible for making Product wise sales report daily, monthly and annual basis.
- Looking after the administration issues for all branches.

ETV BANGLA - June 2006 – June 2007

Back Office Executive-Distribution

- Reporting immediately to the Area Manager-West Bengal and North East.
- Coordination with the cable distributors-North Bengal, Assam and Tripura.
- Responsible for all documentation of Distribution dept.
- Handling the bills and payment of Cable Distributors.

RELIANCE COOMUNICATION - August 2005 – May 2006

Customer Care Executive – Web World

- Reporting immediately to the Branch Manager (Reliance Web Store).
- Direct interaction with customers, attending their queries with quick and favorable solutions.
- Responsible for Billing, Sales report, Inventory if the store.

PERSONAL DETAILS

Date of Birth	:	11-02-1982
Sex	:	Female
Marital Status	:	Married
Languages Known	:	English, Bengali, and Hindi
Father's Name	:	Mr. Pradip Chakraborty
Current Location	:	Kolkata