

POULOMI CHATTERJEE

(To grow myself with the growth of the esteemed organisation by working hard with total dedication, integrity, sincerity and honesty and to place myself where my knowledge & experience is being acknowledged and where I can apply my training and experience.)

CONTACT INFORMATION:

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EXPERIENCE:

I. S.K. Banerjee & Associates, December 2004 – October 2006.

Worked as a **Junior Advocate**. Responsibilities included understanding & assisting Senior Advocates in various streams of law.

2. Quick Heal Technologies Pvt Ltd:-July2007 till September 2009

Worked as Senior International Business Development Executive. Joined as an International Sales Executive and was promoted to Senior Executive promotion after probation completion of 1yr at the first appraisal. Responsibilities include establishment of dealer networks through different marketing strategies. Paying detailed attention to complete accounting, payment, pricing part and reporting to the Vice president on a day to day basis. Working in conjugation with the VP on different online marketing strategies for different products. Leading a team of 2 people for International sales.

The key focuses of my expertise were:-

- * New market penetration
- * Bid and developing new clients across Globe and national level.
- * Account Manage clients and increase the scope of business within the client base.
- * diversify and expand current market trends.
- * Key markets: IT, etc (I have an experience more than 2 years in antivirus software industry)
- * A natural sales professional i seek and enjoy market competition.
- * Was responsible for conceptualization and implementation of Business Development and Marketing strategy.
- * Can work in team.

3. CyberSWIFT InfoTech Pvt. Ltd:- December, 2009 – June, 2010

Worked as International Business Development Executive. Responsibilities include finding out outsourcing projects on .NET, PHP and JAVA and Geoinformatics. Includes different modes of strategies to penetrate a market.

4. Chandramukhi Impex Pvt. Ltd.:- October, 2010 – October, 2011

Worked as Business Development Executive. Responsibility includes interacting with corporate client and finding our perspective clients with a requirement of Formal Corporate Dress Apparel.

5. Hollymark Retails India Pvt Ltd:- May ,2012- February ,2014

The key focuses of my expertise are:-

- ❖ Looked after their administrative and marketing setup, labor related problems and strategized their product details.
- ❖ Developing a penetration strategy primary level through distribution network at semi urban markets.
- ❖ Focusing on organizational vision, objectives and organizational KPIs along with team performance management.
- ❖ YOY growth strategies to increase market share of the organization.
- ❖ Employee management to boost up performance of the organization.
- ❖ Vendor management along with secondary sales layout.
- ❖ Reporting to the VP of marketing.
- ❖ Inventory control like damage and defective product control, shrinkage control, appropriate raw material vendor selection thus to reduce economic downturn.
- ❖ Handling of labor related problems etc.

6. INTESOL:- May, 2014-Dec,2015

Working as International Sales and Marketing Head

The key focuses of my expertise are:-

- ❖ Looked after entire international sales and marketing.
- ❖ Took different marketing initiative
- ❖ Team building and nurturing
- ❖ Looked into legal matters.

7. **Jan 2016- April 2016** Working with **BEST TEFL Training Institute** as International Business Development Manager

8. **April 2016- Till date** Working with American TESOL Florida as an Administrative Head

PROFESSIONAL QUALIFICATION

- ✓ **1st Class (73%)**, MASTER IN BUSINESS ADMINISTRATION (MBA), with specialization in Marketing from ACCORD SCHOOL OF BUSINESS, under PUNJAB TECHNICAL UNIVERSITY.
- ✓ **Certificate in Marketing Strategies and Practices** from College of Birmingham.

ACADEMIC QUALIFICATION

Name	School/College	Boards/University	% Of Marks	Year Of Passing
LLB	Surendranath Law College	Calcutta University	57.2	2004
XII (10+2)	Vidyasagar College for women	West Bengal Board for Higher Secondary Education.	54.5	1998
X (10)	Loreto Day School	West Bengal Board for Secondary Education.	65.3	1996

EXTRA CURRICULAR ACTIVITIES

- First Class Diploma Holder in Kathak dance.
- Was associated with an NGO, Balaka, based in Kolkata.
- Participated in Elocution, Dumb charades competition at school & college level.

PERSONAL DETAILS

Father's Name : Krishna Kanta Chatterjee.
Date-of-Birth : 23rd December, 1979
Gender : Female
Nationality : Indian
Religion : Hindu
Marital Status : Single.
Passport No. : F8575858
Languages Known : English, Spanish (Communicative) Hindi, Bengali Marathi.
Hobbies : Interacting with people, Reading English Classics, Listening to Music, Watching program relating to Astronomy & Astrophysics.