



ARITRADEY

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Fartabad, Garia Station Road, Kolkata – 700084

PROFESSIONAL OBJECTIVE

Motivated, Inspired & Persuasive individual seeking opportunity to demonstrate potential to make a positive impact in the organization.

SUMMARY

- ✚ An effective communicator
- ✚ Possess excellent presentation and soft skill with honed in management skill.
- ✚ Nurturing fruitful relationship with customers and team.
- ✚ Well-versed with fundamental computers i.e. MS Word, MS Excel, Power Point.

ACADEMIC PROJECTS/INTERNSHIP

Jun'14 – Jul'14	Management Trainee at TNS India Pvt. Ltd. Responsibility was involved to visit doctors in order to do market research on the various products by Abbott Nutrition – India, mainly to gauge the performance of the product.
2012	Academic project on organized retail in rural India Project was initiated as part of final year graduation to find the scope of the organized retail in rural India.

EDUCATION

2013 – 2016	M B A (Marketing) , WBUT (51.4%)
2009-2012	B B A (Marketing) , WBUT (52.4%)
2007-2009	HIGHER SECONDARY, W B C H S E (50.3%)
2007	MADHYAMIK, WBBSE (59.1%)

EMPLOYMENT HISTORY

ISBM UNIVERSITY	Associate Counsellor Nov '21 to Present Interacting with the potential candidate (provided by the company).and generate prospective leads, walk-in, walk-out and conducting video counselling.
AAKASH INSTITUTE	Customer Relation Executive Dec '19 to Oct'21 Interacting with the parents of the students and make them understand the utility of various types of courses to facilitate purchase decision.
MARUTISUZUKI NEXA	Customer Relation Executive May '19 to Nov'19 Direct sales to customers, understanding & fulfilling customer need. Responsible for Target achievement in sales & value added services, lead generation & long-term customer relationship.
MAHINDRA HOLIDAYS & RESORT INDIA LTD.	Tele Marketing Executive Mar '18 to Feb'19 Selling various types of membership plan of Club Mahindra Holidays over the telephonic conversation.
AXIS BANK	Business Development Executive Sep '16 to Dec'17 Selling banking products to the customers. Assist the branch to acquire new customers & up/cross sell additional banking products or services to existing ones. Fulfilling the KYC norms.

PERSONAL DETAILS

DOB:	16-September-1990
FATHER's NAME:	Ardhendu Dey
HOBBY:	Bike riding , Passionate about super bikes
PREFERRED LOCATION:	Siliguri, Kolkata
REFERENCE :	Will produce on demand