






PERSONAL PROFILE: A hard-working and enterprising individual with over six years' experience in Digital Marketing for companies based in the UK and Ireland.

KEY ACHIEVEMENTS:








-  Selected by Aston University as a **Career Champion** and have been conducting webinars for current students.
-  Started CoB Chronicles - a **community magazine** for Cooch Behar, a town in West Bengal, India.
-  Nominated by Citysave Credit Union for 'Young Leader of the Year', 'Marketing', and 'Photography' **National Credit Union Awards 2011** and shortlisted as one of the top three contenders by Unity Trust for all the three categories.

EDUCATION:



2009-2010	MSc Marketing Management	Aston University, UK
2010-2010	Chinese Language & Culture	PolyU, Hong Kong
2006-2009	BA Communicative English (Major)	Calcutta University, India
2004-2006	Humanities (CBSE Board)	Model High School, India
1992-2004	General (ICSE Board)	St Mary's School, India

EMPLOYMENT HISTORY:

Current
Founder
Headquartered in Rīga, Bee Found Marketing is a marketing consultancy specialising in lead generation, social media marketing, web designing, corporate literature creation, content creation, & email marketing.

2013
Group Marketing Manager
Developed and ran marketing and PR campaigns, organised and attended industry events, generated leads for the Sales Team, promoted company through social channels, managed websites, sent out regular email shots, created marketing literature, brochures, and videos. (Sales increased by 50% in 2014 and 20% in 2015.)

2012
Community Liaison Officer
Developed and implemented marketing plans and liaised with several organisations in Birmingham to promote the services provided by Citysave.

2012
Marketing Assistant and Feature Writer
Worked with the team to increase the number of subscribers and wrote articles on current events.

2011
Event Marketing & Development Volunteer
Worked with the manager to come up with innovative ways to promote CRUK events and gain supporters.

2010
International Students Advisor & Marketing Assistant
Processed visa documents, set up appointments for Visa Advisors and helped the Marketing Team with ideas for promoting the university.

2010
Telesales Executive
Booked tailor-made packages for customers.

LANGUAGE SKILLS:

Advanced: English

Intermediate: Bengali, Hindi

Beginner: Japanese, Chinese (Mandarin)

DIGITAL MARKETING SKILLS:

Web Designing, Copywriting, SEO, Blogging, Social Media Marketing, Content Creation, Graphic Designing, Digital Advertising, Email Marketing, Video Production, Data Visualisation.

Using Marketing Tools (including MailChimp, Buffer, Hootsuite)

