

PRONAY BANERJEE

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SKILLS

- Presentation • Convincing • Communication

OBJECTIVE

- To achieve a sound position, a highly rewarding career, a challenging assignment and responsibility in the corporate world through devotion and hard work

EXPERIENCE

Virtusa Systems (India) Pvt. Ltd.	28.11.2022 - 02.05.2023
Google Visual Format	
<ul style="list-style-type: none">• Review Google advertisements, search contents• Prepare Google advertisement contents & creatives• Review Google search contents & classify them as per Google guidelines.• Review Google contents given by client-comments/edit• Review Google landing pages/ home pages/ raw image url/ reverse image search• Opening Google image in tpc form• Checking the quality of the Google contents for advertisements. Ensuring the text content goes online is not offensive or violates any copyright laws.• Checking the quality of the Google image for advertisement. Ensuring the image goes online is not offensive or violates any copyright laws.• Checking the relevance by doing intense research between the Google advertisement text & the Google image.	

Marketing

- Client servicing as per Account holding.
- Handling key accounts
- Collecting customer feedback and market research
- ATL & BTL Activation
- Reporting back to senior managers
- Constantly upgrading with products
- Visiting potential client/lead (Courts, Corporate, Industries, Colleges, Customers) Grasping needs and responding. Follow up queries & requirements.
- Giving corporate presentation in the business meetings on Product of company.
- Analysing competitor's strategies & informing HQ for formulating of new schemes/ products/ pricing.

EDUCATION

New Delhi Institute Of Management	2018
PGDM Equivalent To MBA (Marketing & Media)	
57.21%	
University Of Calcutta	2014
B.Sc (Physics, Chemistry, Mathematics)	
47.08%	
West Bengal Council Of Higher Secondary Education	2010
Higher Secondary (10+2)	
59%	
West Bengal Board of Secondary Education	2008
Madhyamik (10th)	
73.12%	
Doeacc Society	2011
IT Tools & Business Systems	
C Grade / 55 - 64%	
Doeacc Society	2011
C Language	
B Grade / 65 - 74%	

PROJECTS

ICICI Mutual Fund Simplified

Project Synopsis: To contact the clients through telecalling and meet them according to the scheduled appointment and also to give the demonstration regarding ICICI Mutual fund. Beside this any grievance of the client was to be taken under the notice of the Business Development Officer. The details of the clients interested to invest in the ICICI Mutual Fund were passed on to the Branch Manager.

Learning & Achievement: I learnt how to convince the clients through telecalling for having their valuable appointments and giving demonstrations regarding ICICI Mutual Fund. Targets were given to me to meet 35 clients while I have crossed the target and met 45 clients. I have also achieved to get the clients agreed to invest in the ICICI Mutual Fund.

CSR Project - RED Plus Society

Major Contribution: Interaction held with the orphan children. Participated in the health, cultural and game programmes with them.

Major Learning: It is encouraging to note that the dedication of the learned persons and NGOs make the working world embracing the ideal of CSR. Ethical character and sustainable development of a company can be grown through CSR.

Live Project - Future Retail Ltd.

Project Details: To check the offer style for the " Sabse Sasta 4 Din Sale " and to boost up the hard core selling to the customers.

Learning & Achievement: Learnt how to check the offer style of different categories of products and sale them to the customers to the optimum level. In this project I have achieved the skill of convincing different types of customers and get them ready to purchase different products.

Live Project - Moser Baer India Ltd.

Project Details: To aware the retailers regarding the LED Lights launched by the company, to distribute the pamphlets and also to stuck many posters on the walls of the electrical retailers.

Learning & Achivement: Learnt the style of market awareness programme and also achieved to grow the awareness of the retailers regarding the product of the company.