**Abhisek**

**Abhisek.360067@2freemail.com**

**Marketing Executive • Pran Foods UAE**

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**PROFESSIONAL SUMMARY**

* 1 year and 2 months held in Marketing as an executive in Organized Trade to build up the brand awareness and expending the sales in Pran Foods UAE.
* 1 year and 5 months held as Customer Relationship Officer in Hinduja Global Solutions Pvt. Ltd.

**WORK EXPERIENCE**

**Marketing Executive, Pran Foods UAE**(Feb, 2016-Mar, 2017), Dubai, UAE

I have worked in UAE Organized Trade outlets for building up a good brand communication through brandings, promotions and events. I had to give requirements to the management and arrange it for the same; so that the visibility of the product and the brand appear attractively. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, managing promoters, Branding and Display in Retail.

**Customer Relationship Officer, Hinduja Global Solutions Pvt. Ltd.**(July, 2012-Nov, 2014), Durgapur, India

It was basically a BPO and Airtel telecom was our client. And I had to take calls for 3G and internet related issues and solving with appropriate customer satisfaction.

**Sales Representative, Reliance MGP Pvt. Ltd.** (May,2015-July,2015), Kolkata, India

I worked there as an intern; learnt about what actually sales are and how to apply.

ACHIEVEMENTS

* Being promoted in senior desk within 7 months of joining.
* Achieved Best Call Handling award in 2013.

**EDUCATION**

PGDM/MBA (2014-16) in Marketing-Retail from United World School of Business, Kolkata

Graduated from Bankura Sammilani College under Burdwan University in 2012

12th from Bankura Banga Vidyalaya under WBCHSE in 2009

10 from Kenduadihi Boy’s High School under WBBSE in 2007

**SKILLS**

Marketing Strategies & Campaigns **•** Promotions **•** Product Positioning & Branding **•**PR **•**New Product **•** Merchandizing **•** SEO **•** SEM **•** WordPress **•** Off-page Marketing **•** Email Marketing **•** Google AdWords

**TECHNICAL ABILITIES**

* Digital Marketing
* MS Office (Word, Excel, Power Point)
* Adobe Photoshop CS3
* Adobe Flash Player
* Corel Draw
* Tally ERP 9

**LANGUAGE KNOWN**

* Bengali (Read-Write-Speak)
* Hindi (Read-Write-Speak)
* English (Read-Write-Speak)

**CAREER OBJECTIVE**

To be a professional and to utilize my skills and knowledge to fulfil the requirement of the organization in Marketing and to gain experience where creative initiative, ideas and a genuine enthusiasm would allow me to progress.

**INTEREST**

* Photography
* Digital Marketing

**CERTIFICATION**

Certified in Digital Marketing Course from Seven Boats Academy.

**DECLARATION**

I hereby declare that the above information is true to the best of my knowledge.