



Shubhangi
MBA in Marketing in H.R
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Education Details

Program	Institute	Year	%/CGPA
Matriculation	D.A.V ACC Public School	2013	70
High School	Amrita Vidyalaya (CBSE)	2015	60
BBA	NSHM Knowledge Campus Durgapur	2018	7.0
M.BA	Institute of Engineering & Management (IEM), Kolkata	2020	8.0

Areas of Interest

- Sales and marketing, Recruitment and Talent Acquisition, Client engagement
- Customer Relationship Management, Project Management, Business Development
- Catalog Design and Maintenance, Market Expansion and Growth

Technical Proficiency

MS Office Suite	Excel, Word, PowerPoint
Recruitment Platforms	LinkedIn Recruiter, Naukri
Software/Tools	Real Estate Management Software, Adobe Photoshop, Data Analysis and Reporting

Experience

- o Engaged in customer interaction and relationship management **[8 months]**
- o Managed and closed real estate deals effectively
- o Oversaw the entire real estate deals effectively
- o Maintained through documentation and follow-ups with clients.
- **Baylen Dé Louie (Sales Executive)** **[6 months]**
 - o Boosted sales and expanded market reach
 - o Increased the number of outlets for the brand
 - o Implemented effective sales strategies to drive company revenue
 - o Maintained strong client relationships and ensured customer satisfactions.
- **Decode Jobs (Recruitment Specialist)** **[6 months]**
 - o Recruited freshers for various positions
 - o Conducted interviews and managed the selection process
 - o Collaborated with hiring managers to understand job requirements and managed attendance
 - o Ensured a smooth and efficient recruitment process
- **IndiaMart (Project Delivery Executive)** **[1 year]**
 - o Managed client relationships and ensured timely project delivery
 - o Designed and maintained product catalogs
 - o Update product information regularly
 - o Collaborated with various teams to meet project requirements and deadlines.

Projects

- **Digital Marketing (NUSS University)** [7 days]
 - Implemented digital marketing strategies for new product launches
 - Utilized phone, social media, and online platforms to increase brand visibility
 - Managed social media campaigns (e.g., Facebook, Instagram, LinkedIn)
 - Coordinated with teams for cohesive market strategies
- **NUVOCO Vista Corp. Ltd (Internship)** [1.5 mo]
 - Conducted cold calling to generate leads
 - Assisted in launching new products
 - Supported marketing and sales teams with various tasks
 - Engaged with potential clients to promote products and services
 - Collected and analyzed customers feedback to improve product offerings

Relevant courses

- Consumer Behavior
- Digital Marketing Strategy
- Marketing Management
- Human Resource Management
- Business communication
- Sales and Distribution management

Achievements

- JEMAT qualified
- Played for volleyball regions
- Increased lead generation by 15% through targeted cold calling and follow-up strategies.
- Successfully contributed to launch of new product, achieving initial sales target within the first month
- Streamlined the product catalog update process, reducing update time by 30%.

Hobbies or Interests

- " Reading" Fiction and Non-Fiction books, and listening music

