

**CONTACT ADDRESS**

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# Bittu Tarafdar

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## **Professional Experience:**

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- Working as **Assistant Manager Branding** in **Shriram Properties** from January'16

*Job Profile:*

1. Branding, ATL, BTL and managing events for Grand City (Township Project)
2. Coordinating with designer for creative
3. Planning & Executing BTL activities
4. Lead generation & Sales support activities
5. Planning & Promotion for Pre & Post Launch activities
6. Event handling on various location
7. Handling event management agencies
8. Vendor negotiation, communication & management
9. Coordinating with finance team for vendors payments
10. Preparing W/O and P/O in SAP
11. Preparing and updating MIS for all marketing expenses
12. Processing vendor bills
13. Internal auditing on quarterly basis
14. Innovative ideas on weekend for better customer experience
15. Lead generation through referral activities
16. Customer feedback analysis
17. Coordinating with sales channel partners for marketing collaterals and creative support

- Worked as **Sr.Executive Branding** in **Ambuja Realty Development Limited** from August'09.

*Job Profile*

1. Project launching plan and promotion
2. Customer relationship activities
3. Assisting sales team with evaluation of offers
4. Handling various corporate activities
5. Analyze customer feedback
6. Events handling on various location

7. New project planning, strategies implementation and control
8. E-basa, Farvision & SAP (ERP) related jobs
9. Inventory Status & reports
10. Sales & Revenue report on daily basis
11. Tracking of the Installment payments
12. Industry Update & press release report
13. Project Progress report
14. Site Visit report
15. Updating about new developments to existing buyers & seek references for sales team
16. Suggest innovative marketing ideas on weekend at site

- Worked as **Showroom Manager (Operations and branding)** in **RPG Cellucom India Private Limited (RPG Enterprises)** from July'07.

*Job Profile:*

1. Branding of Stores
2. Store opening and operational setup
3. Handling the promotional activities of Stores
4. Maintaining the Store economics
5. Maintaining detail stock & sale report of each stores
6. MIS
7. Handling data's related to sales & marketing
8. Focus6 (ERP Entries) related job
9. Communication with the Vendors
10. Internal auditing of stores quarterly
11. Handling the Vendor issues & team related issues
12. Handling all the data's & Business related matters of the stores
13. Provide training for the store staffs on retail sales & store antique

- Worked for Principal **PNB ASSET Management Company PVT LTD.** as 'Trainee' (MA FOI Management Consultants LTD.) from January'07.

*Job Profile:*

1. Making Cold Calls for appointments
2. Briefing old & new clients about new products
3. Corporate and Individual Visits
4. Corporate Investments
6. Prepare presentation for corporate & individual clients
7. Maintaining reports
8. Following up with Brokers & Franchisors

- Worked for **Vodafone as a Customer Care Executive (Kankei)** from February'06.

*Job Profile:*

1. Attending incoming calls of existing clients
2. Solve customer's queries
3. Maintaining detail reports of all incoming calls on daily basis
4. Update existing & new customers about new products
5. Maintaining records of all schemes by competitors

**Field of Interest:** Interacting with people & Net-working

**Proficiency Areas:**

1. Planning event and carnival for different occasion in Shriram Properties and SAP related jobs
2. Creative and marketing collaterals coordination with graphic designer
3. Successfully handles the operating system E-Basa, Farvision & SAP in Ambuja Realty
4. Successfully handles the operating system FOCUS6 in RPG Cellucom
5. Operating System's Windows
6. M.S Office
7. Internet Surfing

**Academic Qualification:**

<b>Qualification</b>	<b>Institution</b>	<b>Year</b>	<b>Percentage</b>
MBA (M)	National Institute Of Business Management	2008	65
BBA (M)	Techno India College	2006	75
ISC (Com.)	ST. Thomas' Day School	2003	60
ICSC	ST. Thomas' Day School	2001	63

**Communication Skills**

English, Bengali & Hindi

**Personal Profile:**

Date of Birth: 4<sup>th</sup> August 1984

Sex: Male

Marital status: Married

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