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| **A person posing for the camera  Description automatically generated**  **Payal Agarwal**   |  |  |  | | --- | --- | --- | |  | **Objective** |  | |  |  |   To contribute to the Business Development of a progressive organisation that gives scope for growth, development of new skills and self-development. To achieve results through application of knowledge in the areas of event management, branding and creativity.     |  |  |  | | --- | --- | --- | |  | **Contact** |  | |  |  |   GD – 311, Salt Lake, Sector 3, Kolkata, West Bengal, India  8820147329  <agarwalpayal090@gmail.com>     |  |  |  | | --- | --- | --- | |  | **Skills** |  | |  |  |   Microsoft Office  Adobe Premiere Pro  Adobe Photoshop  Corel Draw  English Communication  Team management  Deadline management  Planning and execution  Customer Service.     |  |  |  | | --- | --- | --- | |  | **Motto in life** |  | |  |  |   Learn from the Past, Plan for the Future by Focusing on the Present. | |  |  |  |  | | --- | --- | --- | --- | |  | Work Experience |  | | |  |  | | | **Executive- Business Developer**  **Flipkart.com**   * Working for the Regional Utilization (RU) project for the Women Ethnic (WE) category * On-boarding new sellers and get relevant selections dealing in the WE category * Handling sellers account and helping them grow on the platform * Taking care of various metrics such as product listings, pricing, sales, visibility, ad-runs, express, smart on-board, event opt-ins etc * Analyzing various data points and help sellers move accordingly   **Manager- Client Acquisition & Production**  **Siddhi Vinayak Events**   * Interaction with Corporate and Individual Clients * Client acquisition * Client Servicing * Execution of Events and BTL activities * Execution of Branding and Advertisements * Generating new leads * Maintaining relation with existing clients * Execution of Tourism Management   **Business Development Executive**  **Unicom Seminars (UK)**   * Delegates sales and Sponsorship for the events * Create brand awareness by Social Media Marketing * Promoting Conferences via various sites * Collaborating with Media Partners * Market Research * Writing and creating email campaigns * Analyze the appraisal form for various events   **HR and Marketing Executive**  **Universal FX Studios** | | | June 2020 - Present  July 2019 - April 2020  Jan 2019 – June 2019  2017 - 2018 | | * Business Development and Strategy making * Market visit, managing client relationship and vendor management * Content writing for websites, video production and blogs * Hiring and recruitment, resource management | | | |  |  |  | | --- | --- | | **Internships** | 2015 - 2016 | | * Lead generation, cold calling, Client Servicing – **Quantum Dot Communications** * Market visit, Client relationship, cold calling – **UFX Studios** * Customer Survey Analysis – **Hidesign Fashion** * Circulation, Marketing, Distribution, Vendor management, Advertisement – **Business Economics** | |  |  |  | | --- | --- | | **Live Projects & assignments** | 2015 – 2018 | | * PRO for Spectra event – Prospect Events * Short Film – I Am in Dream * Documentary on the history of - Saradapith(BelurMath) * 5 Shot Films - (The Last lesson, Unplucked Flower, Crescent Moon) | |      |  |  |  |  | | --- | --- | --- | --- | |  | Education |  | | |  |  | | | Bachelor’s in Business Administration 75%  Annamalai University | | | 2015 - 2018 | | Bachelor’s in Mass Communication 7.5  ISB&M | | | 2015 - 2018 | | Higher Secondary (ISC)  Kerala Public School 79%  Matriculation (ICSE)  Kerala Public School 75% | | | 2013 – 2015  2011 -- 2013 |      |  |  |  | | --- | --- | --- | |  |  |  | |  |  | |