

CHARITA CHOPRA

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PROFESSIONAL SUMMARY

Goal oriented Marketing Executive who understands the value of cultivating and fostering long-lasting client relationships. In addition to strong leadership abilities, and marketing planning skills, possess creativity in content writing and strong communications skills.

WORK EXPERIENCE

Qomm360 Degree Solutions Pvt Ltd (Marketing Consultant) Feb 2015 – Sep 2015

- Played a lead role on pitches to current and prospective clients, delivering presentations that won new and increased existing business to drive revenue growth.
- Planned approaches and pitches & worked with the team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Implemented marketing initiatives, campaigns and strategies to promote products and brand name to potential customers.
- Meeting and liaising with clients to discuss and identify their advertising requirements, preparing media budget plans, keeping track of project deadlines and following up with clients.
- Discerning project requirements and communicating client needs to creative teams.

Qomm360 Degree Solutions Pvt Ltd (Client Service Executive + Copywriter) July 2012 – August 2013

- Performed research about potential clients' products, marketing goals and needs prior to contacting them.
- Prepared press releases and involved in marketing activities and product launching events.
- Keeping track and managing the daily workflow of concurrent projects to ensure deliverables are completed on time and on strategy.

- Written content for paper advertisements, hoardings, posters, brochures, mailers & for many other communication materials and also handled social media accounts for clients.
- Worked with clients to devise advertising campaigns in accordance with the brief and budget.
- Held press meets, emceed & managed launched of new products/projects.

THE HONGKONG AND SHANGHAI BANKING CORPORATION (HSBC)

Customer Service Executive

December 2010 – June 2011

- Worked as Customer Service Executive wherein clients' queries, requests and complaints regarding their credit cards were dealt through Emails and calls.
- Maintain a high level of knowledge about the Bank's products and services, and ensure customers are provided with accurate information and services.
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INTERNSHIPS

A project on Dealers' satisfaction in the firm PIONEER EMBROIDERIES LTD.

EXTRA CURRICULAR ACTIVITIES

- Chief Editor of Editorial Board of B.B.A, (2010), Ethiraj College.
- Member of the Finance Committee for "IDARA 2009".
- Active member of Rotaract club of Ethiraj College.
- Instrumental in executing various community developments.
- Involved in various programmes as a part of Rotaract.
- Participated in sports activities like Volleyball, Table Tennis, Shuttle and been a Zonal level player of Throw ball.

EDUCATION

COURSE	INSTITUTE	YEAR OF PASSING	PERCENTAGE
BBA	Ethiraj College for Women	2010	67
HSC	Jaigopal Garodia Vivekananda Vidyalaya School	2007	84
SSC	Jaigopal Garodia Vivekananda Vidyalaya School	2005	81

PERSONAL PROFILE

Age: 29.

Education: BBA.

Tools/Packages: MS Office.

Hobbies/Interests: Painting, Travelling, reading

Native: Chennai, Tamil Nadu.

Language Proficiency:

English–Proficient in reading, speaking and writing

Hindi – Proficient in reading, speaking and writing.

Tamil – Proficient in speaking.