

Marketing Executive

Pallabi Munshi | pallabimunshi8451@gmail.com | 8179893001 | Bengaluru, Karnataka

PROFESSIONAL SUMMARY

- 2-year experience in **operations and content strategy** in IT industry
- Awarded Best Performer of the Month in August, 2019
- MBA in Marketing and HR from BIITM, Bhubaneswar, Odisha

WORK EXPERIENCE

Transaction Processing Associate (Operations)

Accenture Solutions Private Limited, Hyderabad
November 2017-2019 (2 years)

Responsibilities

- Review advert content for SEO agency Social Giant Marketing
- Rectify and promote advertisements as per client requirements
- Analyse policies and trends to support client and advertisers
- Audit advertisements and provide solutions for improvement

ACHIEVEMENTS AND KEY SKILLS

- Awarded Best Performer of the Month in August 2019
- Proven collaboration skills
- Analytical and solution-oriented approach

EDUCATION

MBA: Marketing and HR

Biju Patnaik Institute of Information Technology & Management Studies | Bhubaneswar, Odisha
2015-2017

BBA

Gangadhar Meher University | Sambalpur, Odisha
2012-2015

INTERNSHIP PROJECT

Objective: Analyse factors influencing footfall and sales conversion at retail store Central

Future Group | Bhubaneswar, Odisha
June 2016-July 2016