



ABHIJIT MUKHERJI

EXECUTIVE MARKETER

PROFESSIONAL SUMMARY

Competent and experienced marketing expert with over 12 years of working experience. Organised and creative, with tested and proven marketing skill, capable of analysing, formulating, and executing working business strategies to help improve company sales and maximize productivity.

AREAS OF EXPERTISE

- Defining goals
- Traction to sales funnels
- Brand development
- Identification of new opportunities
- Social media marketing
- Market analysis
- Team player

CONTACT

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 /abhijitmukherji

SKILLS

- Communication and networking
- Critical thinking and analysis
- Multi-tasking and time-management
- Interpersonal skills
- Pressure management
- Cross-functional co-ordination
- Customer support and assistance

RELEVANT WORK EXPERIENCE

WebsLaw India Pvt. Ltd, Director

JAN 2017 - MAR 2019

- Deployed strategy for optimum performance of human resource which lead to an increase in monthly sales from about \$8,000 to \$10,000
- Developed and executed integrated marketing communications plan which improved company productivity
- Designed and executed business strategy that improved company Return on Investment by 20% in one year
- Refined business processes to improve efficiency, leading to a 6% increase in sales

Trapper Technologies, Founder and Chief Marketing Officer

JAN 2010 - DEC 2016

- Analysed marketing trends and consumer data and formulated business strategies to exploit them leading to a 10% increase in service sales
- Formulated and deployed marketing opportunities to identify and exploit marketing and sales pipeline
- Ensured smooth and timely supply of products and services to customers leading to an increase in consumer satisfaction

EDUCATION

Institute Of Productivity & Management, Kanpur, UP

Masters of Business Administration (Marketing), 2007

Visva-Bharati, Bolpur, WB

Bachelor of Business (E commerce), 2005

CERTIFICATION

Corporate investment from Chartered Bank, India

HOBBIES

- Travelling
- Team sports
- Fitness

- Developed digital and print assets including point of sale material, social medial plans and posts newsletters, and graphic posters and adverts

Crony Info Tech Pvt. Ltd, Marketing Manager

JAN 2009 - JAN 2010

- Worked closely with clients to identify core needs and challenges, providing solution-oriented campaign themes to fix them there by improving company traffic by over 25% in one year
- Initiated social media campaigns which helped surpass company sales target by over 10%

Zinfi Technologies, Client Accountant Executive

FEB 2008 - DEC 2008

- Developed marketing and sales toolkit for target campaigns
- Managed marketing campaigns and programs thereby co-operating with cross-functional teams of clients and project teams

D2 International, Merchandiser (Consultant)

JAN 2007 - JAN 2008

- Conducted research on present and future lifestyle trends and how this might affect client taste and demand
- Managed monthly creation and designing of plans for the designing and marketing of themes

ACCOMPLISHMENT

- Collaborated with team of developers, designers, QA and SEO to successfully complete a project allocated to the company from its office in the US
- Coordinated with CEO and other US executives to deploy successful off-site processing of projects in India
- Rendered consultation on brand and web development that lead to a 15% increase in traffic within the month
- Independently coordinated and responded to consumer request resulting in 10% overall increase in sales at the end of the year
- Managed corporate and packaged brands