

Priya Majumder

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An ambitious and hardworking individual with skills in digital marketing, market research, data base management and brand management. Furthermore key strength is communication and building strong relationships with people in order to deliver the best results. Also committed to learning and self-development.

Experience 30/11/2020 to Present

Executive (Branding & Market Research)

PHARMAZZ PVT. LTD, Greater Noida

Job responsibilities:

- Handling project management/maintenance of Sales Promotions and Marketing Materials.
- Developed and executed brand communication strategy across all platforms.
- Established and maintained mutually beneficial relationships with clients.
- Monitored marketing trends and prepared strategy reports.
- Coordinate with the design team for the promotional material designs' and formulate new ideas for campaign creation.
- Worked closely with the sales department to develop and execute effective promotional programs.
- Tracked and adjusted brand support spending to achieve budgeted levels.
- Participated in monthly/weekly meetings and provided marketing updates with presentation to top management of the firm (Global CEO, CEO and COO).

Key achievement:

- Identified marketing problems of Company's Product and developed creative solution, consequently it increased sales by 35% and reduced expenses by 15.85%.

Internships

Recruzant HR Solutions Ltd. (8/2020-10/2020): **Branding Responsibilities**

- Promotions of job advertisements of different companies.
- Involved in the business development activities of the company.
- Delivering demands to our clients on time and managing client relationship

Make My Trip (6/2019-7/2019): **Management Trainee**

Responsibilities

- Market Research about the awareness of the company in the rural areas.
- Awareness about CTA enrollments and successfully converting prospects into a successful CTA under MMT.
- Submission of Record of all daily met prospect CTAs.

Highlights

- Analytical skills
- Communication
- Interpersonal skills
- Marketing principles, practices, and procedures
- Market research
- Creative approach
- Multi-tasking
- Persuasion

Education

Matriculam:-Kendriya Vidyalaya Lumding (2013)

12th:-Lumding College (2015)

BBA:-Lovely Professional University (2018)

MBA:-Lovely Professional University (2020)

Certifications

edx.org (Brand Management) - 2022

Great Learning (Brand Management)-2022

NPTEL (Performance & Compensation Management) - 2020

NPTEL (Digital Marketing) - 2020

UPGRAD (#startupindia Learning Program) -2020

Google (Digital Marketing) – 2019

Hobbies

Yoga, Art & Craft, Dancing, Listening Music