

# PERSONAL PROFILE

Mrs PRIYANKA MAJUMDAR



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Career Objective: To work in an organization which provide new challenges all the time and excellent working condition to help me to develop my skills & grow continuously

## Summary

- ❖ Almost 4 years experiences in the field of Business Development and Corporate Communication, Team Management, Administration & Sales and 6 months of experience in teaching and allied activities.
- ❖ Assistant professor Retail management ( Jagiroad college)
- ❖ Relationship management
- ❖ Strong written and verbal communication skill
- ❖ Efficient team member, Team management skills
- ❖ MBA from NERIM, Guwahati

## Work Experience:

[Jagiroad college, Morigaon, Assam](#)

Designation – Assistant Professor (Retail Management)

Duration- From September 2015 till now

## Assignments

- ❖ To train and teach the graduate level management students.
- ❖ Taking care of the practical / field study of the students.
- ❖ Helping the Institution in setting up industrial linkage as the need of curriculum.
- ❖ Arrangement of personality development classes.
- ❖ To arrange for industrial tour and site visits from time to time as a part of the management course curriculum activity.
- ❖ Have attended national seminar on rural development in north east – challenges and opportunities, sponsored by UGC, Moridhol College, Dhemaji.
- ❖ Have successfully completed Two Faculty Development Programme on management development and entrepreneurship development.
- ❖ Participated in workshop on Soft Skills organized by DDU Kaushal Kendra ,sponsored by UGC at Sonapur college premises.
- ❖ Convened two career oriented Workshop in collaboration to Kaziranga University and Vikas.pedia portal under ministry of communication technology, Gol.
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[Adya, Bangalore](#)

Designation- Assistant Manager- Marketing and Communication

Duration- From Sep 2013 till Nov 2014

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## Assignment

- ❖ Managed all communication of Adya with the masses through various medium like print media , electronic , online media and also alternative media like community events .
- ❖ Collaborate with the team to design the appropriate Communication material Like brochures websites etc to enhance companies visibility.
- ❖ Maintain all Communication with our partners, stockholders.
- ❖ Managed social media campaigns for the organisation.
- ❖ Maintain interaction with the online partners to increase visibility of our products.
- ❖ Done primary Marketing Research in Assam and Bangalore market to know the customer preferences that to be used as a key to price fixation, to determine the quality of the material etc

## Conserva Technologies Private limited, Hyderabad

Designation- Business Development Manager

Duration: From January 2013 to August 2013

## Assignment

### Strategic

- ❖ Have been responsible for promotional activities through email and mailer campaigning. Have also handled advertisement in print media for dealership
- ❖ Discuss with the key stakeholders of the company to increase sales. Few initiatives taken such as introduction of EMI options ; tie-up with industrial associations and tie up with banks etc
- ❖ Carry out competitor analysis and improve product sales pitch

### Sales and after sales

- ❖ Give presentation to clients about the product which were mostly corporate clients
- ❖ Handling technical query along with the technical team as an interface between the technical team and client
- ❖ Prepare quotation for client depending on their requirement after studying their consumption, availability of space / land etc
- ❖ To check with the timely collection of instalments and also to handle grievances of clients

### Others

- ❖ To convey all the necessary information to technical department to help in energy audit / Technical Survey
- ❖ Fortnightly review with the technical partner's for any up gradation in technology
- ❖ Conduct product training and personality development programme to tele - sales team

## Phoenix Research and Consulting solutions private limited, Hyderabad

Designation- Associate –consulting

Duration: Jan 2011 to December 2012

## Assignment

- ❖ Selling of commodity research service to domestic institutions and small corporate .The commodity research service include database, report, hedging strategy and investment solutions
  - ❖ Marketing and selling of Managed Futures services to HNI and small corporate
  - ❖ Preparing of presentation of various products and services for retail HNI as well as for corporate
  - ❖ Follow up clients who are associated with us with different products to improve service standard.
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## Summer project:

JRG Securities Limited, Cochin India

Area- Finance

Duration- 2 months

Project: Indian Equity market- an investment avenue for traders and investors

Topic covered:

- ❖ Fundamental Analysis of ITC limited
- ❖ Study of the Industry, Peer Analysis, Company Management Study, Financial Analysis
- ❖ Short term trading using market benchmarking
- ❖ F&O segment of Equity market with focus on option strategy

Minor project: General acceptance level of TATA WALKY as mode of mass communication in Guwahati"

Organization: TATA INDICOM, Guwahati Branch

Duration- 15 days

Process:

- ❖ Setting Objective
- ❖ Preparation of Questionnaire (Mostly Open ended)
- ❖ Collecting sample data through extensive visit to retail outlets
- ❖ Analysis of data
- ❖ Findings and presentation of results

## Academic Qualification

- ❖ Completed MBA in Finance and Marketing with 72 % from the NERIM, Guwahati
- ❖ Bachelor in Political science from Dibrugarh University securing 1st class (60.3%) Passed in 2007
- ❖ Completed HS (Arts) in the year 2004 securing 1<sup>st</sup> division( 65 % ) (AHSEC)
- ❖ Completed H.S.L.C in the year 2002 securing 1<sup>st</sup> division ( 63 % ) (SEBA)

Computer Proficiency: MS word, MS Excel, MS power point and Internet

Language Proficiency Hindi, English, Assamese, Bengali

Hobbies and Interest: Acting, listening to music, interacting with people

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Assam, Pin 787001.

Correspondence address: C/O - Dr. Ripujit Majumdar, Flat no 2B, Bimala Residency, Namghar  
Path, wireless Beltola, Dispur, Assam. Pin 781028.

## Personal Profile:

Father's Name: Late Basudev Majumdar  
Mother's Name: Mrs. Balika Majumdar.  
Husband's Name: Dr. Manoram Buragohain  
Date of Birth: 01/02/1986  
Marital Status: Married  
Sex: female  
Nationality: Indian  
Email: [priyankam391@gmail.com](mailto:priyankam391@gmail.com)  
Contact no 8474077687

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