



BANDITA ROY

BUSINESS DEVELOPMENT ASSOCIATE

2+ YRS EXP.

-
- 9547ditaroy@gmail.com
 - +91 9547899905 ● Asansol, IN

Motivational and passionate media science student with 2+ years of working experience in the field of digital advertising management and business development. Seeking to obtain a higher education degree from an institution that provides me with a consistently positive atmosphere to learn new technologies and implement new advancement to enhance my career.

PROFESSIONAL EXPERIENCE

Business Development Associate

Solitaire advertising - Kolkata, IN

Jun 2019 - Oct 2020

- Build and maintain a sales pipeline.
Prospect through phone calls, emails, and social media.
- Consult with prospects and business targets about our services.
- Present, promote, and sell products/services using solid arguments to existing and prospective customers.
- Report regularly on the progress of opportunities to develop new business channels or networks.
- Establish, develop, and maintain positive business and customer relationships.



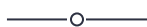
Internship at Partnership & Administration

Topcashback India - Bangalore Urban, IN

Jun 2018 - Sep 2018

- Assisting in copywriting for SEO purposes
- Creating a newsletter and ad copies

- Research for the best offers and deals
- Regular updating of the content offers and coupons daily
- Managing and maintaining assigned accounts with the latest content to stay up to date
- Activating and onboarding new campaigns to take them live
- Closely coordinating with cross-functional teams to ensure a smooth campaign lifecycle
- Generating reports on assigned parameters and analysis



Digital Ad Trafficker

Annalect India - Bangalore Rural, IN

Apr 2017 - Dec 2017

- Used to be the primary point of contact for clients in managing daily operations and ensure all campaign requests are addressed in a timely and prioritized manner.
- Responsible for all digital media campaigns management and coordination including campaign booking, campaign setup, creative trafficking, reporting & technical support.
- Setup and execute digital media campaigns using ad servers like Google Campaign Manager.
- Quality review of creative to ensuring technical specs are met and ads appear properly in the desired formats.
- Trafficking sheet review, upload and assign creative to appropriate ads as per the trafficking sheet.
- Execute ongoing campaign optimizations and adjustments.
- Analyze and understand the campaign brief thoroughly before executing any requests within defined SOPs and procedures.
- Troubleshoot campaign delivery and tracking issues across platforms/Ad techs and proactively suggesting the appropriate solutions.
- Effectively communicate the technical information with a wider team
- Capability to gather and analyze complex data, providing insight related to analytics and revenue recognition.
- Used to support Team Lead with day-to-day technical solutions to maintain a smooth operation and meet the respective stakeholders' requirements.



EDUCATION

Bachelor of Media Science

Maulana Abul Kalam Azad University Of Technology

Aug 2013 - Mar 2017 - Kolkata, IN

Higher Secondary Education

Burnpur Girls High School

Mar 2010 - Jun 2012 - Asansol, IN

Secondary Education

Burnpur Girls High School

Jan 2001 - May 2010 - Asansol, IN

KEY SKILLS

Communication Skills



Critical Thinking



Business Analysis



Marketing



Project management

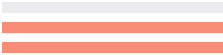


Problem Solving Skills



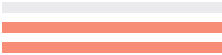
LANGUAGES

Fluent



English

Fluent



Hindi

Native



Bengali

HOBBIES & INTERESTS



Travelling



Reading



Cooking



Blogging

FAVORITE QUOTE

"The only way to do great work is to love what you do. If you haven't found it

yet, keep looking. Don't settle."

~ Steve Jobs

IN 3 YEARS

My long-term career goal is to become the Manager of the company. My mother always told me, "Never settle for less than your best." So, I plan to claw my way to the top!

SOCIAL MEDIA



Linkedin

/in/bandita-roy-5752b7136