

**Somasree Mandal****Email:** somasreemandal.1992@gmail.com**Present Address:-** Langal Para, Sonarpur, Kolkata-700150**Contact no-**7338845793**LinkedIn Profile:-** <https://www.linkedin.com/in/somasree-m-30a782a8/>**Objectives:**

To achieve excellence, integrity and respect as a professional in the industry and to utilize my skills and writing abilities while being resourceful, innovative and flexible and to contribute outstanding interpersonal skills and a strong commitment to achieve your company's goals in business development capacity.

**Experience:****Senior Content writer at Aspire Systems (March 2018- April 2020)**

<b>Responsibilities</b>	<ul style="list-style-type: none"><li>• Managing organization's website, working on SEO of the website pages.</li><li>• Executing social media efforts to improve KPIs, likes, shares, tweets, etc. Conducting keyword research and using SEO best practices to increase traffic to the company website.</li><li>• Editing and posting content, videos, podcasts on online sites.</li><li>• Developing content for blogs, whitepapers, articles, Case studies, product descriptions, Video Scripts, social media, and the company website. Assisting the marketing team in developing content for advertising campaigns.</li><li>• Proofreading content for errors and inconsistencies.</li><li>• Editing and polishing existing content to improve readability.</li><li>• Creating compelling headlines and body copy that will capture the attention of the target audience.</li><li>• Identifying customers' needs and recommending new content to address gaps in the company's current content.</li></ul>
<b>Key achievement</b>	<ul style="list-style-type: none"><li>➤ LEG-O-LEG Design thinking workshop by Toss the Coin</li><li>➤ Got Rock Star Award, 2019 for being as Top Performer</li></ul>

## **Executive- Inside Sales at Aspire Systems (July 2017- February 2018)**

<b>Responsibilities</b>	<ul style="list-style-type: none"><li>• Research, gather intelligence about prospective buyers. Identify buyer needs and position Aspire services and capabilities accordingly</li><li>• Set up Face-2-Face or Conference Calls with the Sales Team to explore opportunity in detail. Work closely with the Sales &amp; Marketing teams to qualify prospects, answer questions and explore potential areas to partner</li><li>• Nurture opportunities by providing value and consistent follow up</li><li>• Prepare Presentations and other Marketing Collaterals</li><li>• Maintain detailed records of calls and information requests sent in Sugar CRM</li><li>• Achieve target consistently</li><li>• Be updated with industry trends as well as the competitive posture of the company</li><li>• Be a contributor and assist in the development of sales training material</li></ul>
<b>Key Achievement</b>	<ul style="list-style-type: none"><li>• By my presentation and interpersonal skills have given 3 Closures.</li><li>• Often appreciated for exceeding my targets by my higher officials.</li></ul>

## **Business Development Executive at Kryptos Technologies (Nov 2016- July 2017)**

<b>Responsibilities</b>	<ul style="list-style-type: none"><li>• Handling USA and Canada region B2B clients.</li><li>• Generating the leads who are in service providers (MSP, CSP and HSP).</li><li>• Calling the clients and pitching to them to serve their end customers.</li><li>• Presenting offerings to clients through WebEx or GoToMeeting.</li><li>• Making proposals for interested clients and delivering the services.</li><li>• Converting suspects to prospects and prospects to deal closure.</li><li>• Building up the relationship with the clients by making connections through LinkedIn.</li><li>• Meeting daily, weekly and monthly targets.</li></ul>
<b>Key Achievements</b>	<ul style="list-style-type: none"><li>• I have given 1 Closure. Have fixed direct meeting with many clients through Cold calling.</li><li>• Have been appreciated by my higher officials.</li></ul>

### **Consultant in Sutherland Global Services pvt. ltd in UBER process (Aug, 2015-Jan, 2016)**

<b>Responsibilities</b>	<ul style="list-style-type: none"><li>• Handling southeast and northeast Asia sales region.</li><li>• Solving tickets for riders who are using UBER services.</li><li>• Meeting hourly and daily targets.</li></ul>
<b>Key Achievements</b>	<ul style="list-style-type: none"><li>• Got promoted as Reviewer and handled my own team</li><li>• Got appreciation from higher authorities.</li></ul>

### **Education:**

<b>Qualification</b>	<b>Institution</b>	<b>Year of Passing</b>	<b>Percentage/CGPA</b>
MBA(Currently Pursuing)	Institute of management technology, Ghaziabad	2018-2020	-
B.Tech (Electronics and Communication Engineering)	Haldia Institute of Technology, WBUT	2010-2014	75%
Higher Secondary Examination	Santamoyee Girls' High School, State Board	2010	62.285%
Secondary Examination	Santamoyee Girls' High School, State Board	2008	71%

### **Projects:**

- Project with Netaji Subhash Chandra Bose Telecom Training Centre, Kalyani (BSNL) on “**Advanced Telecom**”.

### **Skills:-**

Technical Skills:	MS Office, CRM, SEO tools
Sales Skills	<ul style="list-style-type: none"><li>• Leadership, Team management</li><li>• Quick learner, Active Listening</li><li>• Communication &amp; Interpersonal Skills, Collaboration Skills</li><li>• Business Intelligence, Ability to analyse the competitive environment</li><li>• Reaching Out to Cold Contacts to Cultivate Business</li></ul>

Domain Experience	Ecommerce, Enterprise, ISVs and Retail
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### **ADDITIONAL COMPETENCIES:**

- Good interpersonal and strong communication skills.
- Ability to work collaboratively and complete work before deadlines
- Potential to learn and adapt to challenging opportunities.

### **Personal Details:**

Name	Somasree Mandal
Spouse Name	Arghya Dasgupta
Date of Birth	11/09/1992
Gender	Female
Marital Status	Married
Nationality	Indian
Languages Known	English, Hindi and Bengali

### **Declaration:**

I do hereby declare that the above information is true to the best of my knowledge.

Place:

(Signature)  
SOMASREE MANDAL

Date: