



TANIA BHATTACHARYA

Marketing Communication & Brand Building

PROFILE

- Professional with over **9+ years of experience** in Marketing , Market Research, Events/ Expo, MARCOM, Brand Building, Internal Branding
- Handled, coordinated and represented the company in many **Events, Exhibition and Expo** globally
- Deft in preparing **customized presentation** as per clients requirements
- Content Writing, Newsletters & **Marketing Collaterals**
- Proficient in analyzing the project from scratch to end
- Experienced in making RFP & RFQ based on client requirement
- **Online Reputation and Brand building** through Social Media and other available online sources

CONTACT

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Social Media: [LinkedIn](#)

Portfolio: [Work Portfolio](#)

WORK EXPERIENCE

EON Technologies Pvt Ltd. – Head Marketing & Communication February 2023 to Present

- Looked after entire marketing of BankFlex Digital Banking
- Social media page creation, digital marketing, content creation and ideation, coordination with team for graphics
- Website wireframe development, website flow and mood board explained to team
- Worked on website from scratch
- SEO friendly content creation
- Email marketing using tools like Hub Spot, Benchmark
- Email design and content
- Corporate presentation and profile design & creation
- Brand Book content and flow, worked with graphics team
- Script writing for corporate video
- Campaign calendar planning
- Worked on Brand building, brand house , initial brand development
- Organized webinars and conferences and event planning

WizKreators Pvt Ltd – Co-Founder & Marketing April 2020 to August 2022

- Freelance content writer for Website, Pamphlets and Official profile etc.
- PPT designing as per client requirement
- Coordinating with graphic designers to fulfill client requirement
- Bidding for new projects & ensured end-to-end client management
- Digital Marketing - managed 6 clients' professional simultaneously on Facebook, Instagram & LinkedIn
- Managed and executed successful Facebook Ads for client

VVDN Technologies - Assistant Manager Marketing May 2018 to March 2020

- Organized, coordinated & participated in Global Events/Expo in countries like South Korea, Europe and USA
- Extensive market research and prepared Analysis Report
- Video Marketing
- Preparing corporate and client specific presentation and prepare case studies
- Worked on brand guidelines for the organization
- Worked on GTM Strategy for client product
- Worked closely with Design Team to conceptualize various Marketing Collaterals
- Vendor coordination for various events
- Internal branding across location

SKILLS:

- MS Office – PowerPoint, Excel & Word
- CRM – Salesforce & Zoho, HubSpot
- Training
- Team Management

EXTRACURRICULAR ACTIVITIES & ACHIEVEMENTS

- Appreciation Award for a successful Event organized with our German Partner in Sarla Technologies
- Cultural coordinator and head coordinator of the technical team
- Arranged national level technical paper presentation in graduation
- Creative & Technical head of College Magazine (*Manthan*)
- Part of Core Cultural team and worked for various college events
- Organized Inter-College National Level Paper Presentation event as 'Vice President' along with College Faculty in BE
- Won 1st Prize twice and one 2nd Prize in National Level Technical Presentation
- Won First prize in intercollege dance competition

Sarla Technologies – Senior Executive Marketing April 2016 to Nov 2017

- External brand promotion via multiple source
- Newsletters, News Updates and Dossiers
- Organized Events & Conferences for partners
- Managed social media pages like LinkedIn and Facebook
- Worked closely with Design Team to conceptualize various collaterals

Celusion Technologies - Senior Executive Marketing July 2015 to March 2016

- External brand promotion via multiple channels
- Extensive market research and competitive analysis
- Posted articles and blogs on LinkedIn and others
- Prepared customized Concept and Ideation on Mobile Strategies

Santa Fe India Pvt. Ltd - Corporate Business Relationship Executive Jan 2014 to July 2015

- Internal Communications
- Attended expat events and networking email marketing
- Handled Proposal, RFQ, RFP Close Contract

Stylus Serviced Offices - Corporate Business Relationship Executive Sep 2012 to Oct 2013

- Presentation to Walk-in Clients
- Market Research RFQ, RFP Help to Close deals

EDUCATION

PGPM Marketing (2010-2012) ICFAI Business School, Mumbai with 6.8 CGPA

Bachelor of Engineering (2005-2009) North Maharashtra University, Jalgaon with 71.2%
