

# Bhaskar Kalita

Sr IMC Executive/Digital marketing Executive



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To secure a challenging position in a reputable organization to expand my learning's, knowledge and skills also a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company

## EMPLOYMENT

2020-2021

1<sup>st</sup> Sept 20-Present

**Techplus Media Group**

**Sr IMC Executive**

- Lead generation through cold calling ,email marketing and linkedin.
- New client acquisition for direct sales and channel partner sales in APAC & USA sales.
- Identifying key account prospects and building a relationship
- Analyze market trends and accordingly develop sales plan to increase brand awareness.
- Demonstration of solutions and service offerings.
- Researched and customized service proposals for clients to meet requirements
- Negotiation and closure.

2019-2020

5<sup>th</sup> Jan 19-31<sup>st</sup> July 20

**Hindustan Homes**

**Digital Marketing Executive/Project Coordinator**

- Looking in and out of everything digital about the company.
- Creating Google, Facebook and Instagram Ads.
- Social Media Marketing and Optimization.
- Handling Social Media Presence of the company.
- Planning and implementing Google and Social Media Marketing Campaigns.
- Building strategies for lead generation through Social Media Marketing.
- Creating video content for Youtube..

## EDUCATION

2017-19

**MBA Marketing**

**Mysore University**

2013-16

**BSC Information Technology**

**Gauhati University**

## PROFESSIONAL

Lead Generation

Content Creation

Social Media Ad

Content marketing

Email Marketing

Branding

SEO & SEM

Creative Design

Graphics design

IT Sales

B2B Sales

Event Management

Digital media Sales

Display Advertising

Advertising Sales

Lead Nuturing

Cold Calling

## COMMUNICATION

English

Hindi

Assamese