

# ADITI CHATTERJEE

Citizenship : Indian

Date of birth : 14<sup>th</sup> July, 1991

## Contact

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## Objective

To develop and secure a successful career in the field of Management and imparting and adopting more knowledge in the long run. However, above all to learn and acquire knowledge and experience in the specified area through training and development.

## Education Qualifications

<b>2023-</b>	Pursuing <b>PhD. In Management</b> (Specialization Marketing) from Techno India University, Kolkata
<b>2014- 2016</b>	Pursued <b>MBA</b> from <b>Indian Institute of Engineering Science and Technology, Shibpur (IESTS)</b> with specializations in <b>Human Resource (Major) &amp; Marketing (Minor)</b> with <b>72.18%</b> and ranking 4 <sup>th</sup> overall.
<b>2012- 2013</b>	Post Graduate Diploma (PGDM) in Marketing Management from Bharatiya Vidya Bhavans (Kolkata), with <b>73% marks, rank being first (1<sup>st</sup> class 1<sup>st</sup>)</b> .
<b>2012- 2013</b>	Post Graduate Diploma (PGDMHR) in Human Resource Management from Symbiosis Centre for Distance Learning, with <b>66% marks (1<sup>st</sup> class)</b> .
<b>2009-2012</b>	Graduated with B.A. Degree, in Advertising, Sales Promotion & Sales Management from Gokhale Memorial Girls College under Calcutta University with <b>72% marks, rank being 1<sup>st</sup> in the subject (1<sup>st</sup> class 1<sup>st</sup>)</b> .
<b>2007-2009</b>	I.S.C. (Delhi Board) from St. Paul's Boarding & Day School (Kolkata), (I.S.C.) Securing <b>87%, 1<sup>st</sup> division</b>
<b>1996-2007</b>	I.C.S.E. (Delhi Board), from St. Agnes' Convent School (Howrah) (I.C.S.E.) with <b>70%, 1<sup>st</sup> division</b>

## Work Experience

- Presently working as **State Aided College Teachers (SACT)** in the department of Advertising, Sales Promotion & Sales Management in Gokhale Memorial Girls College, Kolkata for 7 years
- Worked as **Assistant Professor (Visiting)** in the department of Management (BBA/MBA) in Techno India University (DN-20), Kolkata
- Paper Setter and Examiner (Theory/Viva) for Calcutta University (Gokhale Memorial Girl's College, Kolkata)
- Worked as a visiting Faculty for PIMT (Pranavananda Institute of Management

**Training, Bharat Sevashram Sangha) in the course of Human Resource running in two colleges, Kolkata**

- **Attached as a paper setter of Principles & Practices of Management for Netaji Subhas Open University, Kolkata**
- **Worked as a lecturer in Soft Skills in FTS (Friends of the Tribal Society), Kolkata.**
- **Worked as teacher in Gurukul Institution, Howrah.**
- **Taken special lectures online and offline for students in several colleges in Marketing, HR, Management etc.**

### **Training Undergone**

- 3-day workshop in e-content development conducted jointly by **NSOU and COL-CEMCA**
- Summer Internship at **Tata Steel Limited** in the department of Human Resource on the topic Employee Engagement Activities.
- Worked as an interne for a month in ECW Private Limited.
- Received training from TATA CONSULTANCY SERVICES (TCS) for a week. Pursued a course from Bharat Sevashram Ashram under the Govt. of India on **Basics** in computer. (PowerPoint, Excel, Word etc.).
- Pursued a course from Youth Computer (Govt. of W.B) on **Graphics Designing**.
- Pursued a course on **Tally** from ICA, Kolkata.
- Pursued a 1yr. course on **Graphics Designing** from Arena Animation
- Attended and received certificate in Business Analytics at a two day workshop by IIEST and Data Brio Academy.
- Conducted a lot of project works on various topics as Celebrity as brand endorsers, a comparative study between Tata Tea and HUL brands of tea and so on.

### **Research Publications**

Title- Branding: The Complete Story

Journal: International Journal of Novel Research and Development

Paper ID: IJNRD2306066, Volume 8 Issue 6, June 2023

Impact Factor: 8.76 (Calculated by Google Scholar)

### Co-Curricular Activities and Achievements / Awards

- **Calcutta University topper** in 2012 in the subject Advertising, Sales Promotion and Sales Management.
- **Achieved recognition and certificate from Jawaharlal Nehru Memorial Fund** for 1<sup>st</sup> rank holding in Advertising, Sales Promotion & Sales Management from Calcutta University in 2012.
- **Gold Medalist and topper** in 2013 in the subject Marketing Management at Bharatiya Vidya Bhavans, Kolkata.
- Participated in the States Level Badminton Competition (West Bengal School Championship).
- Participated and won consecutively 2 years the Intra-College Badminton Competition.
- Won 1<sup>st</sup> prize in debate and participated in the essay competition conducted by the Bharat Sevashram Ashram under the Government of India.
- Won the Best Deportment award (all-rounder in all fields) in College.
- Participated in Blood donation and such events.
- Participated in the essay competition and came in the first eight finalists representing SOMS, IEST, Shibpur conducted by CMA (Calcutta Management Association)

### Hobbies

- Creating and designing in computer (**graphics designing**)
- Painting landscape and other forms
- Reading detective books and books by modern writers
- Listening to music of all types

### Strengths

- Tenacious and Hard-working
- Can manage activities well and good
- Can easily communicate and interact with people
- Willing and would like to work as a team

### Languages

**Bengali** (native)

**English** (fluent)

**Hindi**

**Personal Details**

<b>Name</b>	Aditi Chatterjee
<b>Date of Birth</b>	14 <sup>th</sup> July, 1991
<b>Gender</b>	Female
<b>Permanent Address</b>	112, Shibpur Road. Howrah- 711102
<b>Marital Status</b>	Married
<b>Husband's Name &amp; Profession</b>	Mr. Soumik Banerjee (Business)
<b>Father's Name &amp; Profession</b>	Mr. Dilip Chatterjee (Business)
<b>Mother's Name &amp; profession</b>	Mrs. Aparna Chatterjee (Home-maker)
<b>Religion</b>	Hinduism

**Declaration**

I, Aditi Chatterjee, hereby declare that the above furnished information is true to the best of my knowledge.

Place: Howrah

Date: **19<sup>th</sup> November, 2023**