

SUBRATA KARMAKAR

Work Experience: 5+ Years

Latest Education: MBA | Marketing | AIUB

Contact: +8801631845484 | subrata.kkar@gmail.com

LinkedIn: <https://www.linkedin.com/in/subratakarmakar>



An MBA graduate with 4 years of Event Management experiences (Conference/Exhibition/Activation) while handling clients and coordinating company's in-house events both locally & globally. Moreover, 3 years of Content writing (Especially in Web Content, Marketing Communication Material and Corporate Video Scriptwriting) and Copywriting experiences while creating, maintaining and improving the brands' online-offline presence. Besides, I also have experience in handling some prime Digital Marketing areas like: Social Media Marketing, Google Ads, and Google Analytics etc.

SKILLS

Corporate Communication | Event/Activation Coordination | ATL/BTL | Content Writing | Copywriting | Social Media Marketing | MS Office | Team Management | Presentation

CAREER PROFILE

REVE Systems

Job Role: Sr. Executive, Marketing Communications (April 2016 - Present)

Social Media Executive (March 2015 – March 2016)

Key Job Responsibilities

- ☐ Planning communication strategies for campaigns on new product launch, sales promotion, and company events
- ☐ Researching, writing, editing and proofreading all levels of content and copy - for all communication efforts (social media graphic, mailer, newsletter, brochure, case study, Infographic, Google Ads, event artwork and others)
- ☐ Develop all kind of creative and communication elements in coordination with the design team, keeping brand guidelines in mind
- ☐ Collaboratively managing, coordinating, creating, updating and proofreading of web-content
- ☐ Previsualization, writing video scripts and collaborative direction
- ☐ Liaison with local & global event organizers, booth contractors, vendors, agencies and other third parties
- ☐ Communication, coordination, monitoring of event timelines and ensuring deadlines are met

Grey Advertising Bangladesh Ltd.

Job Role: Activation Coordinator (July 2014 - December 2014)

Notable Work:

Successfully monitored & coordinated 25 days of "Hero Splendor iSmart" and "Mahindra-Karnaphuli" Campaigns simultaneously throughout the villages & cities in whole Bangladesh while traveling and leading teams of more than 50 individuals physically & remotely.

Key Job Responsibilities

- Implementing field activation works including sampling, direct marketing, direct sales, road show

- Monitoring and reporting the effectiveness of the undertaken activation programs.
- Assist the Activation Manager and Field Operation Manager develop the activation project management operational details
- Managing and controlling logistic and route plan of the operational team.

I-Station Limited

Job Role: Executive, Business Development (June 2012 - June 2014)

Key Job Responsibilities

- Develop and manage both consumer and trade public relations efforts and identify promotional opportunities
- Liaising with clients, vendor, marketing agencies and other third parties.
- Conference, exhibition, activation coordination and team management activities
- Prepare communication materials, tender documentation, press release
- Brand Promotion and Planning

INTERNSHIP

Completed 4 months of internship period under the supervision of Event & Activation department of GREY Advertising Bangladesh Ltd. (February - May 2012)

EDUCATIONAL BACKGROUND

MBA : 2016 | American International University Bangladesh | Marketing | CGPA: 3.56 (Out of 4)
 BBA : 2012 | Northern University Bangladesh | Marketing | CGPA: 3.74 (Out of 4)

OTHER INFORMATION

- Participated in the Universal Peace Federation Nepal's (UPF) "Religious Youth Service (RYS) Project" in Dhulikhel, Nepal from July 11-15, 2017
- Founder, Lyricist, Lead Vocal and Rhythm Guitarist of a Bangladeshi Rock Band "OJANTRIK"
- IELTS: Band 7 (July, 2015)
- Adventurist | Shutterbug | Cinephile

 I hereby declare that the above statements are true to the best of my knowledge and belief. Thanking you in anticipation.

-Subrata Karmakar