

SHOUVICK KUMAR CHANDRA

About Me



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 01/04/1982
 Married

Professional Summary

Skilled Public Relations professional with nearly **14 years** of in-depth understanding of Omni-Channel marketing, digital and advertising ecosystem. Strong communication skills and confident presentation abilities to deliver promotional campaigns, media addresses, and reports to executive management. Experience in leading cross-cultural teams with regional or global scope. Profound understanding of the importance of good publicity, Digital media, reputation management, business analytics and timely response to PR inquiries in the development and success of an organization. Expert writing abilities with thorough attention to detail, proper formatting and citation, and fostering positive relationships between organizations and media. Committed to providing organizations with positive interactions with the media to maintain reputation and establish credibility.

Industry Exposure: Education | Media | International Relations | Broking | Insurance | Entertainment



Work Experience

Senior Manager- PR (Nov'2012 - Present)

Dr. B.C Roy Engineering College, Group of Institutions (BCREC, BCRCP, BCRP & APC)

Responsible for the strategic design, International outreach and Tie-Ups, implementation and management a range of on-line & off-line communication strategies targeting media and student engagement, to promote the value of the brand by a combination of corporate communications, public affairs, media relations and Digital-marketing communication strategies. Reportable directly to the General Secretary of the Group of Institutions.

Key Result Areas:

- Accountable for all PR engagement activities
- Develop strategies based on strong marketing analytics and deliver projects within deadlines.
- Manage inbound marketing for student admissions, Create Digital outreach campaigns including Search Engine Marketing(SEM) & Data Analytics.
- Develop attractive B2C marketing initiatives including events, partnerships & promotions.
- Coordinating closely with the Admission & Placement team.
- Designing and Content writing/ Video Content for Advertisements, Prospectus & other publications
- Produce and deliver budgets, proposals, presentations, speeches and minutes to inform activity progress, emerging issues and key areas of concern for the Group.
- Preparing Budget's and designing & executing Advertisements, Prospectus, etc.
- Coordinate and prepare visit programs for incoming delegates/Celebrities/Ministers/Top officials.
- Organize press conferences& media photo opportunities (from start to end concept to execution / implementation /logistics) for any significant media announcements as required.

Feb'09 – Sep'12

**ICFAI Group,Amplux School of Management, Kolkata
as Sales & Marketing Manager**

Managed entire Marketing & Sales functions for the Management College ,Brand Communications, ATL & BTL Activities , Financial aspects of product development such as budget expenditure. Coordinate with entire team as well as the advertising agencies.

- Worked with colleagues to address media coverage and promotional opportunities, create publicity campaigns, and identify improvements in communications.
- Assisted in designing and executing nearly 20 promotional campaigns to build awareness, garner positive media attention, and boost sales.

Apr'07 – Jan'09

ING Vysya Life Insurance Co Ltd, as Channel Sales Manager

- Responsible for team handling of broking agents and generate sales.
 - Promotional marketing activities and brand promotions
 - Lead management and follow-up with clients on issuance, renewal and claims servicing.
 - Liaison with Sales team on regular basis to work on volumes and marketing support.

Key Achievements:

- Efficiently handled the team of brokers/Corporate agents,
- Achieved highest lead generator, Pan-India out of marketing activities and brand promotion.

11th Jun,'04 - 31st Mar 2007

KARVY FINANCE LTD-Sr Associate – Operations.

- Financial underwriting of new business. Proper maintenance and analysis of MIS for day to day business
- Leading a team of Customer Service Associate, Scan Officers, Office co-ordinator etc and reporting the same to Area Manager- Customer Service & Br Operations.
- Maintaining relationship with partner Banks' sales force commonly known as specified persons and Relationship Mgrs.
- Supervising smooth end to end process flow of new business.
- Managing a team of 6 people for smooth flow of business within proper timelines.



Academics

2010	Post Graduate Diploma in Public Relations (Communication Management) from BharatiyaVidyaBhavans College of Communication & Management.
2007	MBA (Marketing & HR) Indian Institute of Social Welfare & Business Management, Kolkata
2004	BA – English (Honours) Economics & Philosophy from Asutosh College, Kolkata University.
2001, 1999	ISC& ICSE - from St.James.School

Other Credentials



Licentiate in Insurance from Insurance
Institute of India – General Insurance,



Certificate on International Marketing
(Export & Import) from CAPEXIL




Computer Proficiency

MS OFFICE (Word, Excel, PowerPoint, Outlook), Photoshop



Internships

Organization: Group Study Exchange (GSE), PR Presentation of Rotary International, **Germany 2010.**
Description: A unique funded Public Relations international conference to exchange ideas and professional expertise to bridge friendly relations between 2 countries i.e. India & Germany. Interview published with German Newspaper Publication on the programme.
Highlight: 
Organisation: Channel Ruposhi Bangla, **Kolkata**
Title: The Regional Channels Proliferation –PR Perspective
Course: Post Graduate Diploma in Public Relations



Professional Engagements



Shanick Kumar Chandra

Date : Kolkata

Signature :