

Subhasri Banerjee

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CAREER OBJECTIVE

To build career in content writing, blogging, and help brands increase their social media engagement.

EDUCATIONAL QUALIFICATION

Qualification	Name of Institute	Grade
B.Tech (2015-2019)	SRM Institute of Science and Technology KTR Chennai	85.52%
XII Senior Secondary (2014-2015)	KV.2 AFS Jodhpur	85.2%
X Secondary (2012-2013)	KV.2 AFS Jodhpur	10 GPA

POSITIONS AND EXPERIENCES

- Founder of Project H.E.L.P**, environment conservations and human welfare community, Working since June 2018
 - Content Writer, Blogger
 - Social Media Account Management
 - Research and Analysis
 - Media Presence and Engagements
 - Graphic Designing and Visuals
- Business Development Intern at LeadSquared**, January 2019 to May 2019.
 - Handling inbound and inquiries of India Sales.
 - Providing consultation about the CRM and Marketing Automation tool.
 - Qualifying Leads as per Use-case and Requirements.
 - Tele-prospecting to generate sales-ready leads and opportunities.
 - Responsible to nurture the leads to make them sales-ready.
 - Dealing with leads and their requirements regarding sales and marketing automation tools.
- Corporate Head at The Elecruisers**, official student eBAJA team of SRM IST, KTR Working since June 2017
 - Dealing with marketing.
 - Preparing cost and sales reports.
 - Dealing with companies regarding sponsors.
 - Interacting with students and professionals.
 - Handling facebook and instagram accounts.
 - Social media publicity.
 - Working closely with web developer regarding website updates.

INTERNSHIPS AND WORKSHOPS

- Digital Marketing and publicity at Engineering Library, Work from home
On going
 - Publicising the brand on all social media platforms.
 - Sending invites to friends and convincing them about visiting their websites.

- Creating of posts for social media platforms.
 - 2. Embedded Systems at HP Enterprise, Velacherry, Chennai
May 2017
 - Learned about PIC controller and applications.
 - Learned about Arduino UNO and applications.
 - 3. Texas Instruments WEBENCH workshop of Texas Instruments, Chennai
September 2017
 - Learned about webench.
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AREA OF INTEREST

1. Content Writing
 2. Marketing and sales
 3. Wildlife Conservation
 4. Sustainable development goals
 5. Solar energy utilisation
 6. Green buildings
 7. Digital Systems
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ONLINE COURSES

- Creating Online Presence, Creating Engaging Online Content, and Social Media Marketing- University of Leeds, FutureLearn
 - The Sustainable Development Goals- A global, trans-disciplinary vision for the future
By University of Copenhagen on Coursera
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ACHIEVEMENTS

- Website of environment conservation, with more than 20K impressions/ month on 6 active platforms.
 - Participated in BAJA SAE-INDIA 2018 with the team The Elecruisers, the official eBAJA team of SRM Institute of Science and Technology, Kattankulathur, Chennai.
 - Received certificate of appreciation for extempore on the topic ‘ If I were Invisible’ from the CDC Department of SRM IST, KTR.
 - Received certificate of appreciation for technical presentation on the topic ‘Narrowband Communication’ from the CDC Department of SRM IST, KTR.
 - Former School Captain and School Vice-Captain during schooling.
 - Won numerous prizes for painting.
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LINGUISTIC SKILLS

English, Hindi, Bengali.

PERSONAL SKILLS

- Leadership Qualities

- Adaptability
- Blogging
- Ability to work under pressure
- Time management
- Team work
- Hardworking