

Priodarshini Lahiri
Adaptable, smart worker, Inquisitive

Phone : +91 8617882972

Email : priodarshini26lahiri@gmail.com

LinkedIn: <https://www.linkedin.com/in/priodarshini-lahiri-753648200>

Career Objective

Completed graduation with a strong foundation in business operations and international trade, seeking an Operations Executive position to leverage my analytical skills, attention to detail, and passion for process optimization. Eager to contribute to improving operational efficiency and supporting business growth in a dynamic, global-oriented company.

Academic Background

University of Petroleum & Energy Studies, Dehradun BBA Foreign Trade	2021-24 CGPA 8.78
Techno India Group Public School, Siliguri WB XII Standard	2019-20 93%
Techno India Group Public School, Siliguri WB X Standard	2017-18 76.4%

Experience

Company: Ximpex Exportal India Pvt. Ltd., Haryana

Job Positions:

A. Technology Integration Executive

Job Description:

- Conduct market research and use sales data to analyze trends.
- Implementation of Artificial Intelligence in various ways to improve team's efficiency and reach organization's sales target.
- Planning and management of events to facilitate company's growth.

Duration: 8-03-2024 to 15-04-2024

B. Assistant Sales Manager

Job Description:

- Identify new business opportunities and build customer relationships
- Implementing sales strategies to achieve sales target
- Preparation of sales reports, forecasts and budgets

Duration: 16-01-2024 to 8-3-2024

Internships

(BBA Summer Internship 2023)

Company: Pregrad, Noida

Project Title: Business Development Intern

Job Description:

- Generating leads to maintain the company's sales pipeline.
- Contacting the clients to build communities in colleges to generate leads for the company.
- Converting potential leads to prospective sales.

Duration: 01-06-2023 to 31-07-2023

(BBA Social Internship 2022)

Company: Disha Foundation, Nasik

Project Title: Intern

Job Description:

- Surveying 100 Scheduled Tribe citizens located especially in slum regions from Dehradun and spread awareness on government policies to provide help in order to access electricity, water supply, rations and support for migrants to get travelling facilities from rural to urban cities.

Duration: 01-06-2022 to 31-07-2022

Dissertation

Importance of Existence of FMCG Products In Daily Life Of A Consumer

- Analyzed the impact of consumer location and environmental factors on FMCG product availability, exploring consumer behavior and recommending strategies to enhance accessibility.

Trainings & Projects Undertaken

Trainings:

- Diploma in **Operations Management** by Alison on 30-01-2021.
- Certificate on '**The Fundamentals of Digital Marketing**' by Google on 03-12-2020.

Projects

Product Development

- Successfully designed and conceptualized ecofriendly handmade candles made from coconut wax and paraben free.
- Branding, labelling of the product was done, includes variety of fragrance along with light fragrance for customers who are intolerant to strong smell.

Market Research on Various Retail Formats

- Conducting field research on various retail formats to gather knowledge on how and from where they acquire the product, any challenges faced while acquiring the products from the said channel
- explore the issues faced during early stages of Covid-19 pandemic and how they overcome the same.

Extra-Curricular Activities/Achievements

- Volunteering in adoption camps for stray animals held by Hope For Animals NGO in May 2024
- Received bronze medal at UPES's product design event for creating an environmentally-conscious product utilizing recycled materials on 13-04-2023
- Core member of General Erudite of Marketing Strategy Club from 01-09-2022 to 01-03-2023.
- Achieved Certificate of Excellence in Class 11 for securing third position as class topper in Techno India Group Public School, Siliguri.
- Green stripe belt in martial arts under Taekwondo Association of North Bengal in 2017.
- Certificate of experience in scuba diving from Coral Island, Andaman in 2016.

Skill Set

- Basic knowledge of export-import procedures
- Awareness of global markets
- Familiarity with trade documentation
- Interpersonal Skills- interacting with people, maintaining empathy professionally.
- Ideas Development
- Communication Skills- effective and clear conveying of message and active listener.
- Continuous learning

Personal Details

Date of Birth	:	26-04-2001
Gender	:	Female
Nationality	:	Indian
Home Town	:	Siliguri
Permanent Address	:	HIG B 1/12, Himalaya Kanya Abasan, Salugara near Checkpost, Siliguri, West Bengal- 734008
Mobility	:	Willing to relocate anywhere in India.
Languages known	:	English, Hindi & Bengali

I declare that the details above are correct and true to the best of my knowledge.

Priodarshini Lahiri