

ARIT KUMAR DAS

Marketing Communications Manager

PERSONAL PROFILE

- Dynamic Marketing Communication Specialist with expertise in content creation, social media management, and campaign coordination.
- Proven ability in long term partnership development, vendor negotiations, and day to day performance management.
- Customer centric approach with success in engaging clients, assessing feedback, and providing support.
- Skilled in meeting deadlines in fast paced environments with precision and accuracy.
- Proficient in mapping business processes, implementing client-aligned solutions, and enhancing customer experience while ensuring cost effective operations.

WORK EXPERIENCE

MARCOM MANAGER | 2024 - NOW

WeAssist, Bengaluru

- Accomplished professional in Marketing Communication with expertise in strategic communication planning, brand management, and digital marketing.
- Highly skilled in developing and executing marketing campaigns, resulting in increased brand awareness and customer engagement.
- Worked extensively within the healthcare domain, managing communication strategies for leading hospitals in India such as Fortis, Apollo, and Manipal.
- Managed company's social media channels and CEO's LinkedIn, resulting in a 37% increase in follower engagement.
- Designed and created templates and posts for LinkedIn, Instagram, and Facebook, enhancing social media presence and brand visibility.
- Experienced in coordinating cross functional teams to align marketing efforts with business goals, ensuring consistency and effectiveness.

MARKETING MANAGER | 2022 - 2024

Marconix Sales & Marketing Pvt, Bengaluru

- Conducting extensive market research and analysis to identify customer needs, market trends, and opportunities for new product development
- Increased product engagement by 20% through roadmap-driven development of user-centric features, prioritized based on data analysis and stakeholder input.
- Achieved closed sales by conducting persuasive product demonstrations, showcasing key service features and benefits, meeting client specifications, and ensuring smooth order processing.

CONTACT

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- Bangalore

CORE CAPABILITIES

- Marketing Management
- Content Creation
- Social Media Management
- Campaign Coordination
- Market Research
- Digital Marketing
- Brand Management
- Content Design

TECHNICAL SKILLS

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Canva
- PhotoShop
- Microsoft Power BI

WORK EXPERIENCE

EDUCATION

- 2015
AMITY UNIVERSITY, INDIA
Master of Media Management (MBA)
- 2012
N.S.H.M KNOWLEDGE
CAMPUS, INDIA
BA (Hons.) in Media Science

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- German (Basics)

PERSONAL DETAILS

- Date of Birth: 6th February 1989

- Achieved a 20% client base increase and 15% retention by nurturing relationships, delivering personalized service, and fostering loyalty.
- Managed the entire product lifecycle, ensuring alignment with business objectives and exceeding revenue targets.
- Expanded customer base and secured loyalty through targeted development proactive retention, and a customer-centric approach that balanced acquisition with retention.
- Oversaw three separate accounts, maintaining strong relationships and consistently meeting sales targets.
- Led and motivated a team of 6–8 members, nurturing collaboration and achieving goals.

CONSULTANT OPERATIONS | 2019 - 2020

Self Roadies, Bengaluru

- Assessed risks associated with onboarding new vendors and conducted regular reviews to mitigate issues.
- Resolved problems and addressed serious issues related to identified risks.
- Cultivated and sustained robust business relationships with both existing and new clients, fostering business.
- Collaborated with service providers and vendors to optimize operational efficiency and ensure seamless business operations.

ADVISER OPERATIONS | 2018 - 2019

Earthwalk, Bengaluru

- Implemented vendor risk management framework.
- Executed protocols and technologies for comprehensive risk management.
- Maintained close collaboration with client business units and relevant departments.

EXPATRIA EXPAT SERVICES | 2017 - 2018

Associate Operations & GA, Bengaluru

- Oversaw visa document processing and managed expatriates across multiple countries.
- Ensured smooth administrative and logistical operations under direct Program Lead supervision.

OPERATIONS OFFICER | 2016 - 2017

VFS Global, Kolkata

- Administered the complete documentation process for visa processing including validation, scrutiny, and review
- Managed the entire logistic chain of passport delivery to the consulate/applicant / logistic company
- Supervised clients and delegates through the process lifecycle go-to person for all queries and identity verification procedures

INTERNSHIP | 2015

Ogilvy & Mather, Kolkata

- Administered in designing the posters and banners.
- Collaborated with the client and awaited their approval on design concepts.
- Clients – Vodafone, GreenPly laminates,