

SUPANTHA SAHA

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Nikunja-2, Khilkhet, Dhaka



Experience:

Ecstasy Limited: March 2023- Present

As a Junior Executive in the field of E-Commerce, my role encompasses a diverse range of responsibilities:

1. **Social Media Management:** I oversee and curate the content for the Facebook and Instagram pages of Ecstasy, Tanjim, and ZarZain.
2. **Website Maintenance:** I'm responsible for maintaining the website and its admin panel, which involves tasks like implementing new designs, managing stock levels, processing orders, as well as handling tasks such as order concealment and deletion.
3. **Market Research Initiatives:** I kickstart market research studies to gather valuable insights for our brands.
4. **Order Placement:** I facilitate order placement through social media channels and phone calls.
5. **Logistics Coordination:** I coordinate with courier services and internal order delivery to ensure successful deliveries, manage returns, and track orders.
6. **Engagement and Customer Support:** I regularly post on Facebook and Instagram, actively engage with comments, and provide top-notch customer support.
7. **Product Diversification:** I work on expanding our product range to offer customers a wider selection and capitalize on cross-selling and upselling opportunities.
8. **Website Evaluation:** I evaluate the website's design and collaborate on plans for improvement.

Intern at Wholesalecart.com

- Marketing Executive (Intern) 3-month program

Academic Credentials:

Bachelor of Business Administration (BBA) – American International University Bangladesh, Dhaka
2021

- Marketing – Major
- CGPA: 3.54/4.00

Higher Secondary Certificate (HSC) – Cantonment Public School & College, Mymensingh
2016

- Commerce
- GPA: 4.25/5.00

Secondary School Certificate (SSC) – Sristy Academic School, Tangail
2014

- Science
- GPA: 4.06/5.00

Extra-Curricular Activities:

- Participated in “**ECO FEST 2019**” in AIUB campus on 18 April, 2019.
- Volunteer at “**Participating on International Trade**” on AIUB campus on 13 February, 2020.

Achievements:

- **IELTS- 2021** Overall score 6.0 out of 9.0
- Received **WINTER CARNIVAL 2019** certificate for actively participating.

Project/Seminar/Workshops:

- Have done research on the topic “**Consumer Perception Towards Restaurant Service in Dhaka City**”.
- Have done research on the topic “**Overhauling a Vast Corporate Sales**”.
- Have done research Proposal on “**Economic Situation of Bangladesh during pandemic**”.
- Successfully attended a seminar on **Accounting and Excel** on 18 February 2019, organized by department of Accounting & Finance, AIUB.
- Successfully attended seminar on “**Skill Requirements for Telecommunication Industry**” on 25 Nov 2021, by department of Marketing, AIUB.

References:

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