

HRITAM MUKHERJEE

Detail oriented professional with demonstrated ability to analyse data, manage transactions efficiently, and provide excellent customer support. Eager to contribute to a dynamic team success and growth. Passionate about continuous learning and professional development, with a commitment to making meaningful contributions.



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P-96 Sarsuna Main Road
Basudevpur Kolkata-700061

Date Of Birth – 24/12/1994

Skills

- Data Analysis and Reporting
- Customer Relationship Management
- Strong Communication and Interpersonal Skills
- Regulatory Compliance
- Microsoft Office Suite (Excel, PowerPoint, Word)
- Power BI, Tableau
- SQL

Education Background

- B. Com, Sarsuna College University of Calcutta (2014 - 2018).
- X+2, Kendriya Vidyalaya Joka, CBSE IIM Calcutta (2012 - 2014).
- X, Kendriya Vidyalaya Joka, CBSE IIM Calcutta (2002 - 2011).

Languages

- English
- Hindi
- Bengali

Analyst at Google Operations Center (Sept 2022–Feb 2023)

- Consistently achieved an average improvement in ROAS (Return on Ad Spend) managing and optimizing Google Ads campaigns across Search, Display, Video, and Shopping ads,
- Perform detailed keyword research and competitor analysis to identify key opportunities for campaign expansion.
- Monitor and adjust bids to ensure effective budget allocation and to maintain or improve CPA (Cost-Per-Acquisition) goals.
- Deliver a cohesive strategy across all digital channels by collaborating with cross-functional teams, including account managers and internal stakeholders.
- Provide detailed reports to clients and stakeholders, interpreting data to drive future campaign decisions and strategies.

Technical Support Representative at FIS Global Solutions Pvt Ltd (Apr 2022–Aug 2022)

- Assist clients by diagnosing issues related to transaction processing, financial software errors, and integration solutions, ensuring minimal disruption to business operations.
- Utilize ticketing systems (e.g., ServiceNow) to track and manage daily 250–300 customer support requests and provide timely follow-ups until resolution.
- Offer remote troubleshooting and assistance, guiding clients through technical solutions and ensuring a high level of customer satisfaction.
- Ensured all critical issues are resolved quickly and accurately by escalating complex issues to senior technical teams.
- Maintain detailed records of customer interactions, technical issues, and resolutions to improve future customer experiences and enhance team knowledge.

Sales Representative at Ramkrishna Suppliers (Family Business) (July 2019–March 2022)

- Drove a total 15–20% increase in sales revenue by implementing innovative sales strategies.
- Built and maintained relationships with key clients and distributors, ensuring excellent customer satisfaction and fostering long-term partnerships.
- Analysed market trends and competitors, adjusting product offerings and sales tactics to stay ahead of the competition.

Associate at Netscribes India Pvt Ltd (Nov 2018–Jun 2019)

- Conducted in-depth market research for one of the largest ecommerce platforms to assess trends, and competitor strategies, providing valuable insights for key business decisions.
- Monitored competitor activities by analyzing their product offerings, pricing strategies, and promotional tactics to help inform pricing and positioning decisions.
- Prepared and presented regular reports and dashboards to stakeholders, translating data findings into actionable recommendations for business optimization.