

DEBADRITA KAR

PROFESSIONAL SUMMARY

Passionate, multilingual advertising professional experienced in planning and delivering high-performing marketing campaigns. Reaches target audiences and achieves revenue goals through focused strategy and planning. Detail-oriented person focused on resolving issues and maintaining customer loyalty.

WORK HISTORY

Executive-German-Supplier Relations, 06/2024 to Current

SPI Global Technologies - Remote

Obtaining high volume of regulatory documentation from Suppliers from German speaking countries.

Working as mediator between customers and suppliers.

Resolved issues through active listening and open-ended questioning, escalating major problems to manager.

Associate Account Specialist-DE, 05/2019 to 12/2022

Amazon Development Center - Bengaluru

- Analyze account performance of account and provide recommendations against key metrics to increase efficiency, drive high revenue rate and meet clients' requirement.
- Created and delivered campaigns in line with targeted marketing strategy, ensuring first-class quality standards across all platforms.
- Work with Account Managers, Account Executives from Germany to identify and solve issues blocking advertiser performance.
- Analyzed financial data and generated accurate, insightful reports for management.
- Prospected for new customers in target areas or demographics to bring in new business.

EDUCATION

Master of Arts, English, 2014

University of Burdwan - Burdwan, West Bengal, India

Bachelor of Arts, English(Honours), 2010

University Of North Bengal - West Bengal, India

CERTIFICATIONS

Completed C1.2 German language Certification from Max Mueller Bhavan , Kolkata (June, 2018)

Participated C2.2 German language Course from Max Mueller Bhavan , Delhi (appeared for the exam; not certified) [August, 2018-February, 2019]

CONTACT

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SKILLS

- Basic knowledge of Microsoft Office
- SEO
- SEM
- Ecommerce
- Campaign Management
- Key Accounts Management(KAM)
- Languages known :
Bengali, Hindi, English, German, Spanish

Completed Translation Course (German-English) from Max Mueller
Bhavan , Kolkata

Completed Advanced Spanish language certification from Indo Hispanic
Language Academy ,Kolkata

Completed Creative English (B2) certification from British Council
