

# Amrita Bhattacharjee

Catalogue Analyst

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**LinkedIn**

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[bhattacharjee-9](https://www.linkedin.com/in/amrita-bhattacharjee-9)

Creative and detail-oriented Catalogue Analyst with a strong foundation in website development, and inventory-based e-commerce platforms. Experienced in leveraging social media and digital tools to enhance brand visibility and customer engagement. Adept at managing product catalogs and using graphic tools to support marketing campaigns. Passionate about building compelling digital experiences that drive results.

## Skills

- E-commerce Platforms (Shopify, Cloud Commerce Pro, HTML5) 
- Graphic Design (Adobe Photoshop) 
- Website Design (WordPress, CSS) 
- Digital Content Creation & Management 
- Microsoft Excel for Campaign Tracking & Reporting 

## Work History

2017-12 - Current

### Catalogue Analyst

**Brandsoft Infotech Ltd, Kolkata, India (Remote)**

- Onboarding new products with their given specifications (such as description, inventory backup).
- Created website - <https://1change.online/> using WordPress page builder.
- Segmented products under different categories through inventory management tools.
- Basic knowledge and understanding of Adobe photoshop. Promoted brand visibility through social media and digital campaigns.
- Manually checked for bugs and errors in data that have been entered. Managed inventory and product segmentation using Shopify and Cloud Commerce Pro.

## Education

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- 2017-07                    **Master's in computer application**  
*University of Kalyani - Kalyani, West Bengal*
- 2015-07                    **Bachelor of Computer Applications**  
*BIMS - Burdwan*
- 2011-03                    **W.B.C.H.S.E**  
*Galsi High School - West Bengal*

## Languages

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English  
Bengali  
Hindi

## Accomplishments

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Designed the website - somascamps.com  
Designed the website - <https://1change.online/>

## Declaration

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I hereby declare that the above information is correct to the best of my knowledge and belief.

Place: Kolkata

Amrita Bhattacharjee