



Amit Debnath

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EXPERIENCE ➤

Merchandise Planner — Macy's Corporate

Jan 2017–Present @ Macys.com

- Merchandise planner for 10 women's fragrance houses with combined annual revenue of \$70 million
- Coordinate inventory orders, purchase cadence, special pricing, and location strategies across 540 Macy's stores
- Lead a team of 5 for all vendor communication and business with Macy's locations in Puerto Rico

Account Executive — DDB Health, Pharma Advertising Agency

Feb 2016–Oct 2016 @ DDBHealth.com

- Client management liaison for two oncology brands, Novartis and Clovis - combined annual revenue of \$4.5 million
- Lead coordination with print productions, digital asset teams, and media buyers for project creation
- Created weekly, monthly, and project-based status reports for clients and vendors

Social Media Marketing Manager — TDT NY, Marketing Agency

July 2015–January 2016 @ TDTNY.com

- Developed clients' social media marketing tactics and created content for social media platforms and websites
- Increased client's Facebook follower by 140% and Twitter follower by 69% over a 6-month period
- Created unique algorithms using data metrics to optimize content placement on Facebook

Co-Founder/Head Coach — LiftUp Basketball, Local Non-Profit

July 2015–Nov 2015 @ LiftUpBasketball.com

- Using Basecamp, oversaw all operations of player recruitment, finance, and event logistics for award ceremony
- Created development strategies and weekly practice drills to maximize player skill growth
- Orchestrated marketing strategy for LiftUp website & crowd-funded more than \$1,000 in four days

Academic Peer Advisor — Hunter College Advising Center

Aug 2012–May 2015 @ Hunter.cuny.edu

- Served as project manager for creating orientation videos for freshmen students
- Launched social media campaign on Twitter and Instagram to increase student advising
- Provided academic counsel to students with class selection and graduation requirements to over 1200 students

STATS ➤

MACY'S – 10 FRAGRANCE HOUSES; \$70 MILLION REVENUE; ACROSS 540 LOCATIONS

DDB HEALTH – 2 ONCOLOGY BRANDS; \$4.5 MILLION REVENUE

TDT NY – 140% FACEBOOK USER GROWTH; 69% TWITTER USER GROWTH

LIFTUP BASKETBALL – 10 STUDENTS, 8 WEEKS, \$1,000 DONATION RAISED, 1 SLAM-DUNK OF A SUMMER

HUNTER COLLEGE ADVISING CENTER – 2.5 YEARS, 5 FRESHMEN CLASSES, >1,200 STUDENTS ADVISED

EDUCATION ➤

B.S. Accounting — CUNY Hunter College, May 2015

DIGITAL SKILLS ➤

Basecamp // Microsoft Excel // CMS // Google Analytics // Facebook Insights // Twitter Analytics // WordPress // Squarespace // SurveyMonkey // MailChimp // Purchase Order Systems //