



Siddharth Das

Sales /Marketing

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Determined, result-oriented, and articulate Sales /Marketing Intern. Flexible and versatile thrive in rapidly changing situations & deadline-driven environments, and always remains open to new challenges. Enthusiastic marketing intern who is able to provide creative ideas to help achieve company goals while performing all administrative duties in developing and implementing marketing strategies. Effectively collaborate with the marketing and advertising team in all stages of marketing campaigns, and present insightful contributions that will help develop, expand and maintain marketing channels. To secure a position that will utilize my organizational abilities and educational background and be an active part of the company in achieving its goals.

SKILLS

Project Management Negotiation Software Engineering CRM Brand Awareness Management Consulting

Time Management Digital Marketing Business Development Client Relations Communications Team Leadership

Engineering Procurement & Construction Multitasking Strategic Planning

WORK EXPERIENCE

Marketing Intern (Digital Marketing and Commerce)

Deloitte & Touche (M.E.)

07/2022 - 10/2022

Dubai, UAE

Achievements/Tasks

- Responsible for assisting the marketing manager in marketing operations, and performing market analysis.
- Measured, reported and analyzed results across campaigns, channel, audiences and other performance segments.
- Hands-on experience in **User Experience Design**, worked on **Heuristic Analysis** and **User Experience Laws** to advance the customer experience of large organizations.
- Developed promotional content for products including links to product specifications and uses to increase awareness.
- Researched and evaluated competitor marketing and digital content, and also monitored traffic to analyze performance and practice search engine optimization to maximize efforts in creating awareness.
- Collaborated with the marketing and advertising team in all stages of marketing campaigns and helped develop, expand and maintain marketing channels.
- Measured the effectiveness of digital marketing initiative and presented monthly analytic reports to senior management.

Marketing Intern (Customer Strategy and Applied Design)

Deloitte & Touche (M.E.)

03/2022 - 06/2022

Dubai, UAE

Achievements/Tasks

- Provided support to various areas of the Marketing Department, while developing fundamental marketing skills and gaining a better understanding of the day-to-day functions of the Marketing Department.
- Responsible for developing **value propositions** for digital green field banks and marketplace offerings for Retail and SME banking.
- Assisted on a project for a leading Telecom company to enhance its web portal and expand its operations, and worked with the team to develop marketing strategies, operating models, tech blueprints, and financial solutions.
- Assisted with the development and execution of **marketing campaigns** for internal and external audiences.
- Helped respond to, contained, and resolved issues that may damage public relations or company image.
- Researched and analyzed statistics, trends, and figures to improve the marketing and promotion.

WORK EXPERIENCE

○ Sales Executive

Katson Technologies Private Limited

08/2019 - 01/2021

India

- Devising and implementing the organization's **sales strategies**.
- Finding new channels for selling and distribution of products.
- Building rapport with a customer and subsequently closing the deal.
- Building relationships with new customers and distributors.

○ Software Engineer Intern

HCL Infosystems

04/2017 - 06/2017

India

Achievements/Tasks

- Developed a smart card system with hassle free implementation with a quick Swipe in/out logic.
- Developed software for usability, scale, performance, reliability, manageability, automation and supportability.
- Facilitated technical decisions; incorporated feedback and emergent patterns to ensure technical cohesion in architecture.
- Involved in all the phases of **Software Developmental Life Cycle (SDLC)** in agile blended team environment.

EDUCATION

○ Master of Global Business (Marketing)

SP Jain School of Global Management

02/2021 - 06/2022

Dubai, UAE / Mumbai, India

○ Bachelor of Technology (Computer Science)

Amity University

06/2015 - 06/2019

Noida, India

PROJECTS

Global Immersion Project

- Worked with Get paid (Singapore), a fintech startup with Earned wages access. Recommended a **go-to-market strategy** for SAAS model product serving the industries in Singapore **Comparative analysis** between the competitors to understand the various perspectives. Finding the best **marketing techniques**.

International Business Research

- Product analysis (E- Scooter) for Raymotoss with a study of the **Consumer Attitude** towards E-Scooters | The research was conducted to study the **consumer attitude and buying intention** toward e-scooters. All of the results were derived from the research and the survey was conducted.

Virtual Reality Touring

- Developed a Virtual reality platform used to tour Amity University Noida campus in a Virtual Psychological therapy using Virtual Reality

CERTIFICATES

Business Development Foundations

The best idea and Elevator pitch for Entrepreneurship Ideas

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint & Outlook)

SPSS

UI & UX

Google Analytics

SEO & SEM

LANGUAGES

English



Hindi

