



Akshat Sourya

Aspiring Business Professional



About Me

Results-driven and motivated professional with a keen interest in marketing. Demonstrated expertise in developing innovative marketing campaigns, leveraging digital platforms, and analyzing market trends. Strong foundation in marketing principles, strategic planning, and understanding consumer behavior. Excellent interpersonal and teamwork skills. Seeking opportunities to contribute to the success of a dynamic marketing team and drive growth in a fast-paced environment.



Contact



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Kolkata, India



Skills

- Market Research
- Teamwork
- Time Management
- Creativity
- Presentation Skills



Language

- English
- Hindi



Education

(2022 -2024)

TECHNO INDIA UNIVERSITY

M.B.A. (Marketing)

8.67

(2019 -2022)

SARALA BIRLA UNIVERSITY

B.B.A. (Marketing)

6.76

(2017 -2019)

FIRAYALAL PUBLIC SCHOOL (CBSE BOARD)

Matriculation / Intermediate (Commerce)

8.6 / 60%



Internship Experience

(Aug 2023 - Oct 2023)

INTERN

TATA MOTORS

- Implemented marketing intelligence development at the organization through analytical automation, streamlining processes for data-driven insights and strategic decision-making.
- Optimized marketing campaigns, resulting in increased effectiveness and ROI.

(Jun 2022 - Sep 2022)

MARKETING INTERN

NGO

- Aided the marketing team in crafting impactful campaigns using social media and digital tools for the NGO's initiatives. Contributed to market research, content creation, and analytics, enhancing brand visibility and community outreach.