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[LinkedIn](#)[Portfolio](#)

Ahana Das

EXPERIENCE

- **Business economics, Kolkata**
Marketing & Sales Intern — successfully contacted over 100 colleges, persuading them to advertise in our publication. Proactively marketed BEM to my network and achieved the highest performance among other interns, earning a Letter of Recommendation (LOR) for my contributions.
July 2021 - August 2021
- **Workmates Core2Cloud, Kolkata**
Marketing & Sales Intern — B2B outreach to more than 400+ companies, promoting our tangible AWS services and analyzing market trends to identify potential opportunities. Conducting in depth profiling of more than 300+ companies in the north east region for the POC.
May 2023 - July 2023

PROJECTS

- **Research - Factors Influencing Consumer's Purchase Intension Towards Electric Vehicles**
Consumer motivation to purchase Electric Vehicles, tapping into this consumer psychology to successfully promote their products.
[Product based model]
- **Research - Customer Delight with respect to Apparel buyers on E-commerce platform**
Customers are highly delighted in the digital retail space driven by the extensive range of apparel choices, competitive pricing, and trust in the platform's reliability.
[In-campus live project]
- **Research - Impact Of Brand Image on Customer Loyalty Towards Luxury Apparel**
Customer satisfaction leading brand's long-term market sustainability.
[Sustainable Development, Energy Utilization]
- **Market Segmentation and Target Market analysis**
Market analysis by AWS focusing on customers in sectors using cloud services like Microsoft Azure, Zoho Cloud, Google Cloud, and Oracle Cloud.
[Product based model, Medical field]

SKILLS

- **Behavioral**
Consumer Behavior, Sales Funnel, Competitive strategy, Decision Making, Time and Resource Management, Managing Project and Risk Changes,
- **Software's**
MS Excel, MS PowerPoint, Tableau, IBM SPSS

CERTIFICATION

- **AI in Digital Marketing**
IIT-Bombay, Techfest
- **Sales Training: Techniques for a Human Centric Sales Process**
HubSpot Academy

AWARDS & RECOGNITION

- **Director's Award for "Best Student contribution".**
Institute of Engineering and Management 2022
- **Awarded as the "Best Marketing Paper."**
Institute of Engineering and Management, 2022
- **"Best Presentation" in the International Student Conference and Innovation, Entrepreneurship and Market Space.**
Institute of Engineering and Management, 2022

LEADERSHIP

- **Event Manager**
MATRICKS — Marketing Club
 - Disciplinary committee head ensuring the orderly conduct of students during the 13th National Marketing Konclave in 2022.
 - I led a workshop for 200+ students and managed the registration process.

EDUCATION

- **Bachelor of Business Administration — CGPA: 8.71/10**
Institute of Engineering and Management, Kolkata
2019-2022
- **Master of Business Administration — CGPA: 6/10**
KIIT School of Management, Bhubaneswar
2022-2024