AHANA DAS

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LinkedIN

Portfolio 🌐

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 AWSservices and analyzing market trends to identify potential opportunities. Conducting in depth profilingof more than 300+ companies in the northeast region for the POC.
May 2023 – July 2023

•Signify (Philips Lighting), Bhubaneswar

Professional (Public, Government) Sales Specialist of Bhubaneswar. B2B role. Direct contact with Govt Of the state (PWD, OBCC)
October 2024 - Ongoing

SKILLS

•Behavioral
Consumer Behavior, Sales Funnel, Competitive strategy, Decision Making, Time and Resource Management, ManagingProject and Risk Changes

•Software's
MS Excel ,MS PowerPoint, Tableau, IBM SPSS

CERTIFICATIONS

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

EDUCATIONS

•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

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

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, ZohoCloud, Google Cloud, and Oracle Cloud. [Product based model, Medical field]

LEADERSHIP

Event Manager

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