

AHANA DAS

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[Portfolio Link](#)



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT



RESUME SUMMARY

I'm interested in the field of marketing, good in interacting with new people and convince them, coming up with new strategies while promoting a brand.

EDUCATIONAL QUALIFICATIONS

Qualification	School/College	Board/ University	Year	% / CGPA
MBA	KIIT School of Management, Bhubaneswar	KIIT Deemed University	Pursuing	-
BBA	Institute of Engineering and Management, Kolkata	MAKAUT University	2022	8.71 CGPA
Std. XII	G.D. Birla Centre For Education, Kolkata	ISC, West Bengal	2019	77%
Std. X	G.D. Birla Centre For Education, Kolkata	ICSE, West Bengal	2017	74%

INTERNSHIP

Marketing Intern at Business Economics (1st July 2021 - 31st August 2021):

- Tele-calling
- Internship in Business Economics magazine where I had to call 50+ colleges and convince them to promote their college on magazine leading to some really positive responses. This I contributed my share to BEM and helped them generate a fair amount of revenue. I also had to sell BEM to my acquaintances and others and out of 12 other students, The LOR was awarded to me

Marketing Intern at Workmates Core2Cloud Solutions Pvt. Ltd (10th May 2023 - 08th July 2023):

- Client relationship associates
- Internship in Workmates Core2Cloud where I had to do profiling of 200+ company from Jamshedpur area. Also, gathered knowledge of field work area were had to visit B2B companies and talk about our tangible service which is AWS.

LIVE PROJECTS / ACADEMIC PROJECTS / CLUBS

- **“Factors Influencing Consumer’s Purchase Intension Towards Electric Vehicles”**
 - The study suggests that it is the new technology and technology driven psychology, motivates consumers to purchase Electric Vehicles. Hence, the marketers need to capture this psychology domain of the consumers in order to make them purchase their product successfully
- **“Impact Of Brand Image on Customer Loyalty Towards Luxury Apparel”**
 - The study suggests that if good customer satisfaction can be maintained, then it will help the brand to retain more loyal customers, which will ultimately help the brand to sustain in the market
- **“Market Segmentation and Target Market analysis”**
 - Based on the findings, the target market analysis conducted by AWS would concentrate on sectors and customers who use or are considering using cloud services from Microsoft Azure, Zoho Cloud, Google Cloud, and Oracle Cloud.
- **Part Of Marketing Club of KSOM, MATRICKS.**
 - As a part I contribute on making Marketing strategies post and as well convince student for taking part in the event as well in competitions.

TRAININGS & CERTIFICATIONS

- Training Course on Financial Marketing (2021, Shine Projects)
- Sales Training- Techniques for a Human Centric Sales Process (2020, Coursera)
- Market Research and Consumer Behavior (2020, Coursera)
- Leadership and Emotional Intelligence (2020, Coursera)
- Intro to International Marketing (2020, Coursera)
- Completed AWS Training & Certification on Introduction to AWS Solutions (2023, AWS Training & Certification)
- Completed AWS Training & Certification on Introduction to AWS Technical Essentials (2023, AWS Training & Certification)
- Instagram Marketing Fundamentals (2023, Great Learning)
- Sales Funnel (2023, Great Learning)
- AI in Digital Marketing (2023, Great Learning)
- Influencer Marketing (2023, Great Learning)

TECHNICAL SKILLS

- MS Excel, MS Word, MS PowerPoint

INTERESTS & ACTIVITIES

- Director's Award for "Best Student contribution". (2022, Institute of Engineering & Management)
- Awarded as the "Best Marketing Paper." (2022, Institute of Engineering & Management)
- Certified as the "Best Presentation" in the International Student Conference and Innovation, Entrepreneurship and Market Space. (2022, Institute of Engineering & Management)
- Student Volunteer in 12th National Marketing Conclave in 2022
- Member of Marketing Club- MATRICKS Club of KSOM (2022-cont.)