



AHANA DAS

ABOUT ME

As an outgoing individual with a talent for connecting with others, I am eager to pursue a career in marketing. My natural ability to manage my time effectively, coupled with my creativity and knack for generating innovative ideas, makes me an ideal candidate for promoting brands and effectively communicating with consumers.

EXPERIENCE

07/2021 - 08/2021

Marketing Intern, Business economics

- 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.

07/2023 - 09/2023

Marketing Intern, Workmates Core2Cloud Solutions Pvt. Ltd

- 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.. Analyzed market trends to identify potential opportunities.

AWARDS

- 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

CERTIFICATIONS

- Sales Training- Techniques for a Human Centric Sales Process (2020, Coursera)
- Market Research and Consumer Behavior (2020, Coursera)
- Intro to International Marketing (2020, Coursera)
- Completed AWS Training & Certification on Introduction to AWS Solutions (2023, AWS Training & Certification)

ACADEMIC PROJECTS / CLUBS

1. "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
2. "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
3. "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
4. 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.

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📍 Kolkata, India

EDUCATION

G.D Birla Centre For Education

Kolkata ICSE

2017

GPA 74%

G.D Birla Centre For Education

Kolkata ISC

2019

GPA 77%

Institute of Engineering And Management

Kolkata MAKAUT

BBA, Marketing

2022

CGPA 8.71%

KIIT School of Management

MBA, Marketing & Analytics

SKILLS

Strategic Marketing

MS Word

MS Power Point

MS Excel