



## 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