



SAYAN SAMANTA

Date of Birth: 22nd April, 1997

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Professional Goals:

Passionate and highly flexible marketer with additional skills in Business Development and Analytics, want to work in a corporate environment that facilitates personal and organizational development by utilizing my skills and knowledge.

Work Experience:

MotherSumi Infotech & Designs (14th June, 2021 – Present)

Job Title: Management Trainee

Project Brief:

- Responsible for account management (some big accounts managed by me are Casio, Denso, Ahresty etc), drive negotiations with clients for final pricing, make error free proposals with version trails
- Responsible for acquiring new business from Japan Oriented Companies in India and to implement sales campaigns to prospect, filter, and shortlist potential clients based on various parameters
- Acting as a catalyst between Business Team and Developer Team for smooth implementation of the projects primarily in IT Solution Development, Factory Automation Solutions and Cloud Solutions

Educational Qualifications:

COURSE	COLLEGE	BOARD	Marks	PASSING YEARS
PGDM (MARKETING)	IMT GHAZIABAD	IMT	72.24%	2021
B.TECH (CSE)	KALYANI GOVERNMENT ENGINEERING COLLEGE	MAKAUT	72.5%	2019
XII	BANKURA ZILLA SCHOOL	WBCHSE	90%	2015
X	SONAMUKHI B.J. HIGH SCHOOL	WBBSE	94%	2013

Other Experience:

1) Summer Internship – AIM INDIA PVT. LTD. (6th May, 2020 – 30th June, 2020)

Project Title: Sales Campaign & Marketing Research While Entering A New Venture

Project Brief:

- Implemented sales campaign for tapping new customers via telemarketing and email marketing
- Conducted comprehensive research to understand the endowment plans market and changing trends in Life Insurance sector using primary and secondary research
- Evaluated the market dynamics of endowment plans and understand the growth drivers and need gaps using analytical tools like Regression and Anova
- Identified critical parameters which influence the customer buying decision behaviour most, recommended 40+ attributes essential for the success of a new product

2) Live Project – Magnum Polymers (1st Sep, 2020 – 15th October, 2020)

Project Title: Social Media Marketing

Project Brief:

- Successfully conducted exploratory market research across Magnum dealers in pan India region to identify customer insights and executed multi-level analysis using Excel on a sample size of 500+ respondents to derive insights
- Devised a Media Plan proposing 10 campaign ideas across all mediums and optimizing current marketing tactics
- Built, implemented, and updated effective SEO strategies

Position Of Responsibilities:

1) Content Head, MarkUp – official marketing committee of IMT Ghaziabad (2020 - 2021)

- Heading a team of 7 members responsible for developing live case studies and managing all the content that flows through Markup social media handles
- Conducted campaign analysis and engagement activities resulting in a 3000 increase in our cumulative audience

2) Editor-In-Chief, Markezin XXII, September 2020 – the annual marketing magazine of IMT Ghaziabad

Extra-Curricular Activities:

- **Senior Member, Pragati (2015 – 2019)** – Organised flood relief camp, taught Mathematics, and basic computer skills to the underprivileged children
- **Senior Member, Litmus (2015 – 2019)** – Managed yearlong activities and published annual magazine

Other Information:

- Tools Known: Adobe Premiere Pro, Python, Adobe Audition
- Pursuing AWS Solution Architect Associate Certification
- Languages: English, Hindi, Bengali
- Hobbies: Cooking Bengali cuisine, Reading novels, Writing