

Pratik Pal Bariha

08.08.1995 | 26 years

Marketing

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[LinkedIn Profile](#)

Academic Profile

2021
MBA | SIBM Bengaluru

2019
2018 B.B.A | Garden City
2015 College Bengaluru

2015 Class XII | Govt.
2014 Nahrhardev H.S.
School Kanker

2011 Class X | Maharishi
2010 Vidya Mandir Raigarh

LANGUAGES KNOWN

English, Hindi, Odia

HOBBIES & INTERESTS

Documentaries, History,
Photography, Gaming,
Drawing, Travelling.

Skills

Communication, Team Player,
Leadership.

PROFESSIONAL EXPERIENCE

14 MONTHS

Tracxn | Manager- Business Development (EMEA) | Bengaluru

(Sep'21-Present)

- Reaching to VC, PE, IB, Accelerator, Incubators from EMEA region
- Explaining about the services
- Market research
- Email Marketing
- Delivering Demos to the clients
- Preparing pre, post demo notes

Samsung Customer Care | Customer Care Officer | Jagdalpur

(Jul'18-May'19)

- Update customer records in the system, including notes about interactions.
- Answer customer inquiries via phone.
- Pitch ideas for improving customer care.
- Develop a rapport with customers.
- Encourage customers to complete surveys

SUMMER INTERNSHIP / ACADEMIC PROJECT

SIBM Bengaluru | Loyalty Program and customer retention

- Study on the effectiveness of loyalty programs on customers retention.
- Different types of loyalty programs used in different industries.
- History and evolution of loyalty programs.
- Analysis of the gaps on the previous studies on loyalty program by various researchers.
- Provide efficient solution for the gaps discovered in this field.
- Provide a detailed review on the loyalty programs to choose from, that could be beneficial for the business based on their industry

INTERNSHIPS & LIVE PROJECTS

Internship | Aditya Birla Fashion and Retail

(Jan'16-Jan'16)

- Assisting the Manager in making the sales strategy and help the customers on their queries.
- Assist in Marketing and Advertising Promotional Activities in order to generate sales through them.
- Direct interaction with customers over calls or meeting and help them in making purchase decision based on their region and previous sales records.

Live Project | ClearExam

(Oct'20-Dec'20)

- In the domain of Business Development under direct supervision of the C.E.O.
- Analysing details of competitors and coming up with new strategies.
- Team Leader.
- Created a strategy to reach more clients with limited resources.
- Presentation for the potential clients and for the business partners.
- Setting up meetings.

Live Project | Learnwheel

(Oct'20-Dec'20)

- Analysing competitor's strategies to reach new clients and expanding into new region.
- Setting up meetings with the operation team.
- Organising and conducting seminars.
- Developing new strategies to retain existing clients.

POSITION AND RESPONSIBILITY

- Member | Photography team, Hippocampus Club, SIBM Bengaluru (2019-2021)