



# AMARTYA KAVIRAJ

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## PROFESSIONAL SUMMARY

Strategic Digital Marketer and Master of Science graduate in Applied Entrepreneurship with strong expertise in content strategy, social media growth, and AI Agent automation. Proven track record in translating complex concepts into compelling narratives and driving engagement through data-driven campaigns. Combines creative content production skills with technical proficiency in Generative AI Agents to optimize marketing workflows and enhance brand visibility.

## SKILLS

- Digital Marketing:** Social Media Strategy, Content Creation, Brand Storytelling, Digital Engagement.
- AI & Automation:** Generative AI, AI Agents, Process Automation, No-Code Development Tools.
- Creative Tools:** Adobe Photoshop, Lightroom, Audition, DaVinci Resolve.
- Business:** Change Management, Project Management, Business Development, Intrapreneurship.
- Languages:** English (Native/Bilingual), Hindi (Full Professional), Bengali (Native), German (Limited Working/B2).
- IT Tools:** Microsoft Office (Word, Excel, PowerPoint), Notion, Trello, Slack, Google G suite.

## WORK EXPERIENCE

### Junior Sales Assistant (Working Student) | April 2025 - Present

Zalando | Bielefeld, Germany

- Execute critical retail logistics and inventory control functions to support commercial success and operational efficiency.
- Optimize store processes by identifying bottlenecks in merchandise flow and collaborating with sales teams to align operations with real-time trends.
- Maintain inventory integrity by analysing stock flow data to forecast replenishment needs and streamline reverse logistics.

### Research Assistant (Social Media & Marketing) | April 2024 - July 2024

OWL University of Applied Sciences and Arts | Lemgo, Germany

- Served as the official social media brand ambassador to promote the university to international audiences.

- Created engaging content highlighting university experience and opportunities at TH OWL, garnering over 26,000 views in 3 months across all platforms.
- Managed communication with multiple stakeholders—including faculty, international student groups, and external partners—to design and execute campaign strategies that increased international student engagement by 35% over three months

## EDUCATION

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<b>M.Sc. in Applied Entrepreneurship   October 2022 - November 2025</b>	Grade 1.7
<i>OWL University of Applied Sciences and Arts   Lemgo, Germany</i>	
<b>B.A. in English Language and Literature   March 2019 - October 2021</b>	Grade 1.0
<i>Netaji Subhash Open University   Kolkata, India</i>	

## CERTIFICATIONS & AWARDS

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- **Awards:** Winner, Schnellecke Logistics Challenge at Hinterland Hack 2025; 2nd Runner-up, FameLab Germany 2024; Winner, CIIT Science Slam 2023.
- **Certifications:** Wharton Entrepreneurship Specialization, UCI Fundamentals of Management, Building and Deploying GenAI Agents for Process Automation, NaWik Communication Masterclass.