

Amitava Chakraborty

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PROFESSIONAL SUMMARY

Motivated and detail-oriented MBA candidate at the Institute of Engineering and Management, specializing in Marketing with plans to pursue a second specialization in Supply Chain and Management. Strong academic foundation in Psychology, Economics, Political Science. Adept at understanding consumer behaviour, market trends and strategic business operations.

SKILLS & COMPETENCIES

Technical Skills:

- **MS Word** (Table & Chart, Mail Merge, Document Automation)
- **MS Excel** (VLOOKUP & HLOOKUP, Data Management, Pivot Tables)
- **MS PowerPoint** (Data Visualization, Professional Presentation Design)

Soft Skills:

- Communication & Leadership
 - Team Collaboration & Management
 - Time Management & Problem-Solving
 - Analytical Thinking & Decision Making
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INTERNSHIP EXPERIENCE

Aditya Birla Fashion & Retail Ltd. (Internship) | Duration: 30 Days

- Assisted in **Operations Management** and as a **Marketing Intern** ensuring 100% accuracy.
 - Managed and analysed product distribution to optimise inventory efficiency.
 - Coordinate operations and product placement for improved customer experience.
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EDUCATION

- **Master of Business Administration (MBA)** (Pursuing) – Institute of Engineering and Management, 2026 (1st Sem Marks: 9.06 CGPA)
 - **Bachelor of Science (Honours)** – West Bengal State University, 2023 | SGPA: 8.72
 - **Higher Secondary (Science)** – Baranagar Narendranath Vidyamandir High School, 2020 | 77.6%
 - **Secondary Education** – Baranagar Ramakrishna Mission Ashram High School, 2018 | 85.85%
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CERTIFICATIONS

- Managerial Economics (LinkedIn)
 - Digital Marketing Foundations
 - Managerial Economics (from: ILLINOIS TECH)
 - Generative AI for Digital Marketers
 - Learning to Write Marketing Copy
 - Mastering Communications as a Leader
 - Job Skills: Learning the Basics
 - Nestlé E-Learning 2025 (Sustainability)
 - Supply Chain Foundations
 - Inventory Management Foundations
 - Creating Your Personal Brand
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ACHIEVEMENTS

- **1st Runners-Up** – The Marketing Plan Contest 2025
 - **Winner**- Intra College Skit Competition
 - **Winner** – Intra-School Cricket Competition.
 - **2nd Runners-Up** – Intra-School Football Competitions.
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LANGUAGE PROFICIENCY

- **English** – Fluent (Read, Write, Speak)
- **Bengali** – Native (Read, Write, Speak)
- **Hindi** – Proficient (Read, Speak)