

**PGDM - Marketing**

**Snehasish Kumar Paul**

**Date of Birth: 19th October, 1996**

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| **PROFESSIONAL EXPERIENCE** | | |
| **Tata Consultancy Services** | **PLM Developer** | **21 months (25th October, 2018 to 23rd July, 2020)** |
| **Roles & Responsibilities:**  * Worked in a client location for Ashok Leyland as a Software developer/ System developer * Created Weekly reports to be sent to client summarising current status * Coordinate with client team to ensure on time delivery and ensured quality management | | |

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| **EDUCATIONAL QUALIFICATIONS** | | | |
| **Qualification** | **College, University/ School, Board** | **Year** | **% of marks** |
| PGDM – Marketing | IMT, Ghaziabad | 2022 | 71.20 till 3rd term |
| B. Tech (ETC) | Government College of engineering Amravati/ Sant Gadge Baba Amravati University | 2018 | 72.90 |
| XII | Kendriya Vidyalaya Ambajhari/ CBSE | 2014 | 89.40 |
| X | Kendriya Vidyalaya Ambajhari/ CBSE | 2012 | 91.20 |

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| **OTHER PROFESSIONAL QUALIFICATIONS/ CERTIFICATIONS** |

* Marketing Analytics: Know your customers- Coursera, 2020
* Marketing in a Digital World- Coursera, 2020
* Successful Negotiation: Essential Strategies and Skills- Coursera, 2020
* Introduction to Python- Datacamp, 2021
* Introduction to SQL- Datacamp, 2021
* Cloud Computing for Everyone- Datacamp, 2021

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| **SUMMER INTERNSHIP AT IMT** | | |
| **Sports 365** | **Sales, Social Media Marketing and Marketing Research to understand digital transformation in sports industry.** | **2 months (May & June, 2022)** |

* The summer internship with Sports 365 includes:
* Sales: To generate sales and lead in the Sports Arenas, Academies, Hospitals and Security Agencies.
* Social Media Marketing: Creating events, competitions for followers and handling social media pages to increase engagements.
* Research Project: Digital Transformation in Sports Industry- To understand how digital equipments & Technological Innovations are transforming Sports Industry.

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| **OTHER PROJECTS (LIVE PROJECTS/ STPSs/ ACADEMIC PROJECTS/ INDUSTRIAL TRAININGS)** |

* Short Term Project- Firestorm Advisory: Management Consulting, (Ongoing)

Marketing Research: To understand the Li Ion battery segment by taking In-Depth interviews of relevant stakeholders and recommending a go-to market strategy.

* Academic Project- Watch Out for Smartwatches: Factors that influence the purchase intention of consumers, IMT 2021

The objective of this project is to determine how consumers perceive smartwatches and identify target segments' motivations and deterrents of smartwatches and how companies can target these segments.

* Academic Project- Swarm Robotics, Sant Gadge Baba Amravati University, 2018

The objective of this project is use to reduce manpower in workstations for transferring of goods from one location to another. Bot developed using microcontroller, ZigBee module.

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| **PGDM – MAJOR ELECTIVES** |
| Marketing Analytics; Retail Management; Managing IT Sales; Business Analytics; Python for Business Analytics; Channel Management; Data Analytics with R; Enterprise Management with SAP; Negotiation Skills |

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| **ACHIEVEMENTS & AWARDS** |

* 2nd Position, Regional level cricket tournament, K.V. Bhandara, 2011

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| **EXTRA CURRICULAR ACTIVITIES** |

* Participant, Regional level Cricket tournament under Jabalpur region, Kendriya Vidyalaya, August 2012
* Participant, various athletics events (100m, 400m, Relay, Kho-Kho, Football, Volleyball) during school tenure, 2007-2013