Soumyajit Mandal

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EDUCATION

Bengal Institute of Science and Technology **Purulia, West Bengal**
Bachelor of Computer Application (Hons.) (CGPA: 9.25) *Graduation Date: July 2023*

Kalyani Government Engineering College **Kalyani, West Bengal**
Master of Computer Applications (ongoing) *Graduation Date: 2025*

WORK EXPERIENCE

Earth Adventure Project **Bengaluru, Karnataka**
Developer, Marketing Strategist and Analyst *March 2022 – September 2023*
- Generate reports on Sprout Social and Excel to conduct trend analysis for social media content, identifying niche to optimize organic reach from 13% to 27% in a span of 3 months.
- Collaborate with senior management including marketing led to grow Instagram and LinkedIn accounts, implementing posting schedules for popular content which increased followers to 10k+
- Provide recommendations to enter a niche market for career tips, conducting market research on Qualtrics for 100+ infographics and video content on social media platforms
- Developed a comprehensive marketing campaign that increased customer engagement by 40%, resulting in a 15% increase in sales revenue.

Arogya Nishkriti **Bengaluru, Karnataka**
Developer, Marketing Strategist and Analyst *October 2023 -April 2024*
- Developed and launched a comprehensive website, enhancing the company's online presence.
- Analyzed complex datasets to extract actionable insights, driving strategic decision-making.
- Maintained and updated client information in the database, ensuring data accuracy and confidentiality.
- Managed and maintained the company's email system, ensuring smooth and efficient communication

Wild Fly Leisure Private Limited **Bengaluru, Karnataka**
Developer, Marketing Strategist and Analyst *March 2023 – July 2023*
- Presented recommendations for seasonal sales items including clothing and electronics to senior management, streamlining POS which accumulated to ₹25,500 in sales daily
- Collaborated with cross-functional teams to implement agile project management methodologies, reducing project timelines by 30% and increasing productivity by 20%.
- Maintained and built relationships with 100+ customers daily, providing exceptional customer service and efficient product deliveries daily which translated to a customer satisfaction rating score of 97%

CERTIFICATIONS

Software Engineering **JPMorgan Chase & Co.** *Software Engineer (Virtual Experience)* *July 2023*
- Interfaced with a stock price data feed and analysed the data.
- Implemented the Perspective open-source code in preparation for data visualization.
- Used Perspective to create a chart for a trading dashboard

SKILLS & INTERESTS

Skills: Java | Salesforce | Python | Spring | SQL | MongoDB | Reactjs | Communication | Data Analytics | Data Engineering | Data Science | Nextjs | SciPy | Data Visualization | Nodejs | MySQL | Tensorflow | Sklearn | Spacy |

Interests: Marketing & Operations, Analytics, Career Consulting, Singing, Cricket, Gaming