

ABANTIKA BAGCHI

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EDUCATION AND HONORS

Binghamton University, State University of New York, School of Management

Bachelor of Science in Business Administration

Cumulative GPA: 3.916/4.00 | Major GPA: 4.0/4.0 | Dean's List: Fall 2023 | President's Scholar

Mahadevi Birla World Academy

AISSCE

Percentage: 98/100.00 | SAT: 1550/1600 | IELTS: 8.5/9.0

PROFESSIONAL EXPERIENCE

Lifetron Hospital

Sales Intern

Kanpur, Uttar Pradesh

May-June 2023

- Conducted primary market research through in-depth interviews with key stakeholders, including representatives from major corporate partners and physicians, to gain valuable insights into market trends and client needs
- Collaborated with the sales team to develop targeted sales pitches, leveraging CRM data to identify and prioritize leads in order to address specific client pain points, and conducted follow-ups to nurture relationships, resulting in a 15% increase in successful client acquisitions

Saionee Collections

Co-founder

Kolkata, West Bengal

April 2017-May 2022

- Spearheaded the recruitment of skilled craftswomen from marginalized communities in rural Bengal by leveraging networking opportunities at regional festivals and fairs in order to establish a sustainable source for women's jewelry production, contributing to cultural preservation and economic empowerment
- Successfully marketed and sold handmade jewelry on Flipkart, creating a platform that not only showcased the rich cultural heritage of rural Bengal but also fostered financial autonomy for underprivileged women
- Conducted thorough physical inspections of the workshop and employed Microsoft Excel tools to streamline inventory management, ensuring efficient pricing assignments for distinct categories of jewelry

LEADERSHIP EXPERIENCE

Sports Management Case Competition

2nd place

Binghamton, New York

October 2023

- Framed most relevant problems faced by Oakland Athletics, such as low attendance at games due to high ticket prices, declining popularity between demographics, and lack of funds to spend on infrastructure
- Recommended improvements for the team such as season ticket packages to increase attendance, producing a documentary series to increase fan engagement, and selling minority shares to investors to be spent on improving infrastructure
- Projected costs and revenue while constructing an implementation timeline for the company to ensure recommendations provide positive value, utilizing data from similar middle-market teams and researching comparative past projects

Raymond James Mergers and Acquisitions Case Competition

Participant

Binghamton, New York

September-November 2023

- Evaluated the acquisition of PayPal by Intuit, employing financial modeling and quantitative analysis to identify compelling reasons for the acquisition, like leveraging PayPal's unparalleled international presence to strategically enhance Intuit's access to foreign markets
- Determined the viability of the acquisition while laying the foundation for cultivating synergies, by projecting the five-year revenue build and executing a discounted cash flow forecast for PayPal

EY TechX Case Competition

Participant

Binghamton, New York

November 2023

- Identified three key challenges faced by AI controlled services within the Marriott Hotel chain in Singapore, utilizing comprehensive research on Marriott's hotel management systems in order to formulate strategic solutions aimed at optimizing the integration of AI to enhance operational efficiency in the guest-facing technologies
- Analyzed costs and revenue implications, providing a data-driven perspective that demonstrated the tangible value and positive outcomes of implementing the proposed strategies for enhanced decision-making and financial planning

ADDITIONAL INFORMATION

Technical Skills: Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)

Language: Proficient in English, Bengali, Hindi; Basic Korean Language skills

Organizations: Finance Society, Management Consulting Group, Women in Business, Harpur Chorales (choir)

Additional skills: Singer (trained in Indian classical music and Opera), Classically trained Dancer, Actor, Swimmer, Debater