

ANISH MANDAL

Male, 24



Summer Intern at Tirupati | Ranked 3rd in 1st semester of BBA | Lean Six Sigma Green Belt

EDUCATION

Year	Degree	Institute/ School	Percentage
2025	MBA	Indian Institute of Management Sirmaur	60.20
2022	BBA	Asansol Engineering College, Asansol	81.25
2019	XII ISC	S.V.T.S, Asansol	73.33
2017	X ICSE	S.V.T.S, Asansol	69.33

ACADEMIC ACHIEVEMENTS

- Ranked 3rd in first semester of the Bachelors of Business Administration program in a batch size of 120+ students 2020

SUMMER INTERNSHIP

Tirupati Group	Management Trainee	Apr '24 - May '24
Optimizing Product Delivery	<ul style="list-style-type: none"> Proposed agile methodology, divided project into distinct phases, emphasized continuous collaboration Brainstormed with the VP for enhanced productivity, employee contribution and reduced manual errors Supported Project Manager in planning and monitoring projects cost; designed comprehensive planning sheet, recommended a tracking system via MS Teams, reduced delays, and escalations, and JIT delivery 	
Achievements	<ul style="list-style-type: none"> Increased efficiency for over 120 employees through implementation and execution of a planning sheet 	

INTERNSHIPS

Duolop Technologies Pvt. Ltd.	Marketing and Growth	Mar '23 - Jul '23
Marketing Strategist	<ul style="list-style-type: none"> Revitalized company brand equity, developed and executed strategic initiatives, recruited and mentored interns, fostered team collaboration, and bridged a direct communication with the company's founder Conducted weekly workshops for over 100 individuals, identified growth opportunities, competitors and trends, employed various user engagement strategies including loyalty programs, surveys, and feedbacks 	
Achievements	<ul style="list-style-type: none"> Facilitated the acquisition of over 500 couples as active app users within a 90-day timeframe resulted in contributing towards achieving company's target of acquiring 5000 couples to secure stage one funding 	
Baba Foods	Sales and Distribution	Jul '22 - Feb '23
FMCG Trade Management	<ul style="list-style-type: none"> Managed retailers, wholesalers, and general trade operations, ordered stocks from CFA, and collaborated with ASM and SO to implement incentive schemes, driving growth in PepsiCo India's Frito-Lay division Contributed to the monthly sales target of Rs. 34 lakhs by executing trade marketing strategies, building strong retailer relationships, enhancing customer engagement to drive sales growth in the FMCG sector 	
Achievements	<ul style="list-style-type: none"> Implemented cost-cutting measures which resulted in a 3.5% increased revenue and Firms productivity 	

ACADEMIC PROJECTS

Asansol Engineering College	May '22 - Jun '22
Digital Marketing	<ul style="list-style-type: none"> Conducted a Primary Research on the topic Impact of Digital Marketing on Variety of Restaurants in and around the region of Asansol city, surveyed 45+ restaurants and food-chains to gather insights Designed 20+ questionnaires, used stratified sampling technique, analysed data and made concise report

PROFESSIONAL SKILLS

MS Office	Social Media Marketing	Business development	Market Research	Power BI
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PROFESSIONAL CERTIFICATIONS

Lean Six Sigma	<ul style="list-style-type: none"> Completed KPMG's intensive 32+ hour Lean Six Sigma Green Belt Certification, demonstrated expertise in DMAIC methodology, lean principles for process optimization, through the Minitab Tool Developed Stakeholder Maps and Communication Plans, captured insight through VOC/VOB analysis Employed advance statistical tools to assess process capability and perform DPMO/ Cp-Cpk calculations
Data Analysis	<ul style="list-style-type: none"> Acquired proficient analysis of Sales Report Data of 500+ datapoints, utilized advanced sorting and filtering tools, created data relationships and utilized HLOOKUP and VLOOKUP for efficient searches
Product Management	<ul style="list-style-type: none"> Earned a 35.5-hour course on product marketing, B2B, analytics, lead generation, customer acquisition Developed skills in, team management, strategic growth, demand forecasting, and people management

POSITIONS OF RESPONSIBILITIES

Placement Committee <i>IIM Sirmaur (2024-25)</i>	<ul style="list-style-type: none"> Managed corporate relations, campus recruitment, onboarded new recruiters, built strong industry ties Oversaw end-to-end placement processes for 600 students, managed final placements and summers
Cultural Committee <i>IIM Sirmaur (2023-24)</i>	<ul style="list-style-type: none"> Junior Coordinator: Supported a 25-member team, organized 10+ cultural events, secured sponsorship Collaborated with administration, clubs, student body to enhance the event performance and execution

EXTRACURRICULAR ACTIVITIES

		YEAR
Community Service	<ul style="list-style-type: none"> Volunteered and donated blood at an event organized by First Care Charitable Foundation 	2022
Sports	<ul style="list-style-type: none"> Achieved top rank in 4 athletics events: swimming, basketball, shot put, and rock climbing 	2009-20
Performing Arts	<ul style="list-style-type: none"> Secured positions in 3 events: drama, singing, and street play at school and inter-school levels 	2010-18
March-Past	<ul style="list-style-type: none"> Participated in 67th Republic Day Celebration organized by Govt of WB at the District Level 	2016

OTHER INTERESTS

Fitness Enthusiast	Travelling	Meditation	Cricket	Basketball
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