CHANDRIKA DEB

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Result driven MBA graduate from IIM Rohtak seeking impactful roles in Product & Marketing

EDUCATION

Indian Institute of Management, Rohtak, *Post Graduate Program*	CGPA: 8.43 (94.5%)	March 2024
Birla Institute of Technology, Mesra, *B.E. in Computer Science & Engineering*	CGPA: 8.63 (86.3%)	June 2020

MBA Specialisation: Marketing & Strategy | Operations | Human Resources & Organisation Behavior
National Finalist: Flipkart WiRED 7.0, Aavartan by IIM Mumbai & FAME by IDFC First Bank
Certifications: Google Ads Display Certification | Six Sigma Green Belt

EXPERIENCE

Tata Steel, *Sales and Marketing Intern (Inspire'23 cohort)* **|** Kolkata, India   April 2023 - June 2023
- Conducted a gap analysis of end consumers' brand perceptions on **Tata Structura** in Kolkata and its nearby regions
- Devised retail brand re-positioning strategy using **30+ dealers and 80+ end consumer** insights gathered
- Led re-branding efforts with **logo and tagline revamp**, bolstered by YouTube ads and positive consumer stories
- Bagged a **PPO** among the top talents due to exceptional performance during the internship stint

Aditya Birla Fashion and Retail, *Employer Branding Intern* **|** Remote (India)   July 2023 - Sept 2023
- Amplified the **STRIDES** program value, aiding potential recruits in understanding career growth opportunities
- Developed strategic **Campus Engagement deliverables** for leadership talks as part of the YTM team
- Enhanced recruitment by **37%** by promoting the STRIDE program & leading campus initiatives on LinkedIn

Amdocs, *Software Developer* **|** Remote (Pune, India)   July 2020 - June 2022
- Managed the **Development & UAT of Real-Time-Billing (RTB)** for Canada's largest telecom service provider
- Implemented **RTB-NM1 Customization** for improving the legacy tele-billing software for handling daily transactions
- Led the development of Amdocs **BSS-B2B** telecom billing software as an associate developer in the core R&D team
- Recognized as **Star of the Month** thrice for exceptional performance in the NM1-RTB client customization project

SKILLS

Languages	R, Python, C/C++, Java, Git, HTML, CSS, JavaScript
Tools	SPSS, Tableau, Microsoft Excel, Microsoft PowerPoint, JIRA, Semrush
Expertise	Market Research, Data Analysis, Branding, Digital Marketing, Negotiation, Team Leadership
Languages	English, Hindi, Bengali, French

INTERESTS

Technical Writing	I write freelance technical blogs about DevOps for LambdaTest. Visit my GitHub/Medium for more.
Art	I enjoy sketching and calligraphy that can be found on my Pinterest Board.

POSITIONS OF RESPONSIBILITY

Senior Placement Coordinator, IIM Rohtak   08/2022 - 02/2024
- Accountable for maintaining corporate relationships to facilitate **Summer Internship & Final Placements**
- Fostered institute ties with **30+ new brands** and industry leaders, boosting campus placements by **42%**
- Orchestrated end-to-end logistics for placement drives, hosting over **110+ companies boosting 18% pick ratio**

PUBLICATION

MobileNet Mask: A Multi-phase Face Mask Detection Model   Springer
Research chapter: Proceedings of International Conference on Trends in Computational and Cognitive Engineering

ACHIEVEMENTS

Dean's Merit List   IIM Rohtak
Recipient of Top-10 CGPA academic scholarship of INR 5 lakhs for stellar MBA performance (Institute Rank: 9)

Amdocs India Innovation Agents 3.0   Amdocs
Selected as one of the 16 Amdocs India Innovation Agents to foster the culture of innovation and design thinking
across the company units