

SAPTARSHI MANDAL

LinkedIn: <https://www.linkedin.com/in/saptarshi-mandal-a26ba486/>

Male | 28 years | English, Bengali, Hindi

mandalsaptarshi@live.com | 7092650297

OYO | Marketing & Strategy, HR | IIM Rohtak MBA Grad | Ex-Dell

Soft Skills	Teamwork Community Engagement Problem Solving Customer Service Leadership Communication
Technical Skills	Microsoft Excel PowerPoint Google Ads Google Analytics SPSS Tableau SQL HTML

Professional Experience

Overall Experience 33 months

OYO Hotels and Homes Private Limited Cluster Head Mar '20 - Present

- Sustain and grow the cluster's revenue with P&L responsibility, sales strategy & operations and lead funnel management
- Leverage MIS data and competitor analysis to develop strategies for business units and prevent the sick units from churn
- Analyze consumer behavior and strategize marketing activities (BTL/ATL) to increase customer walk-ins and drive business
- Lead a multi-layered team of 10+ venue managers and handle recruitment, KRA settings, coaching and performance monitoring
- Stakeholder Management – streamlined processes across initiatives and develop relationships to achieve productivity gain

NTT Data Services (Formerly Dell Services) Svc. IT Dev Program Sr. Associate II May '15 – Oct '17

- Coordinated with the client's Marketing Team to conceptualize, design and execute high impact digital advertising campaigns
- Generated the metric reports using SQL and analyzed their Social Media Content as per the requirements of the clients
- Gathered and analyzed industry and competitor information with real-time insights and actionable intelligence
- Prepared Weekly, Monthly and Yearly Analysis reports by evaluating the data into informational and graphic summaries
- Used SEO and tools like Google, Facebook and Twitter Analytics to integrate them in the reports for better understanding
- Worked with social media analytics tools such as Brandwatch, Geofeedia, Quintly, Talwalker, Reputology and Radian 6
- Responsible for doing research on Media Industry for handling customer's media value and analyzing their market trend
- Understanding the client and their exact need to build a plan for developing a service and provide inputs to the client

Summer Internship

Vipany Management Consulting Pvt. Ltd Digital Marketing and Market Research Trainee Apr '19 – May '19

- Created and ran a 45-days digital marketing campaign (B2B) for Hiring Bot- a Social Talent search platform
- Used Google Ads, LinkedIn, Email, YouTube, SEO and content marketing as a core for the campaign
- Achieved 100% increase in the number of unique website visits, decreased the bounce rate from 84% to 54%
- Maintained cost-effective CPC of Rs 4.86 on Google Ads, Rs 2.35 on LinkedIn resulting in 45% savings in the budgeted cost
- Garnered 19 leads from the campaign including well-known brands achieving Business Development (Sales) Targets

Projects

Live Project Jul '19 – Aug '19

Cerebroit Services	Digital Marketing for Lightnbells, a platform for booking packages for various social events <ul style="list-style-type: none">• Used Google ads to target geography specific population to drive more business• Created Instagram campaign which garnered 3.5k likes and increased website traffic by 200%• Built Social Media pages and ran content-based marketing to engage with customers and vendors• Achieved a 100% increase in number of followers in a duration of 30 days
--------------------	--

Academic Project Dec '19 - Feb '20

IIM Rohtak	Analysis of existing CRM strategy of PetSutra (Petbuddy Products Pvt. Ltd) <ul style="list-style-type: none">• Revised their existing Target Segments and their corresponding capture of values• Tweaked their existing CRM strategy by making changes in acquisition and retention strategies
------------	--

Positions of Responsibility

Coordinator, PR Cell, IIM Rohtak	<ul style="list-style-type: none">• Responsible for maintaining all the social media platforms of the institute• Engaging in various PR related activities for all the events organized at IIM Rohtak• Analysis of social media reach data to increase engagement with our audience	2018
----------------------------------	---	------

Academic Qualifications

Qualification	Institute	Year
MBA Maj: Marketing & Strategy, HR (4.17)	Indian Institute of Management, Rohtak	2020
B. Tech Electrical & Electronics (6.55)	Sikkim Manipal Institute of Technology, Sikkim	2014
Class XII ISC	G.D Birla Centre for Education, Kolkata	2010
Class X ICSE	M.P Birla Foundation H.S School, Kolkata	2008

Achievements & Extra-curriculars

Competitions	<ul style="list-style-type: none">• Winner in Football competition during Infusion Fest held at IIM Rohtak• Runner Up in Chess Competition during Infusion Fest held at IIM Rohtak	2019 2019
Others	<ul style="list-style-type: none">• Responsible for managing day to day activities during the departmental fest• Organized the blood donation drive with 500 students attending the on-campus drive	2012 2013