



# ASHUTOSH DEY

Sincere and passionate individual with a dual-specialization PGDM in Marketing and HR. Seeking to work with a company which provides a positive learning environment, and motivation to achieve personal and professional goals



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## WORK EXPERIENCE

### Marketing Analyst

March 2022 – June 2022

#### Outgrow.Co

- Research and derive insightful industry data for content creation:
  - Create content based on the topic through the means of secondary research, data analysis and interpretation while focusing on presentation skills
  - Content based on technological changes in the current world- changes in the current in-use technology, introduction of new technology, retirement of old technology, new technological innovations.
- Create blogs and infographics to strengthen the company's social media presence:
  - Write blogs regarding the current happenings in the tech world using the correct syntax and wordings to increase the readability and attract audience to the website.
  - Create Infographics with the right balance of images and facts to make it interesting and easy to read to increase the audience and their knowledge.
- Generate leads for potential clients and partnerships:
  - Connect with different listicle websites to feature our website and widgets on their websites by writing personalized emails and messages.
  - Inviting big names in the Tech sector and specialists in the digital marketing sector by going to various professional websites like Upwork and LinkedIn.

### Summer Intern – Digital Marketing

Feb 2021 – May 2021

#### ADM Equipments Pvt. Ltd.

- Create an alternative website design
  - Create an alternate web page and landing page design that is more attractive and brings more clients and viewers to the website.
  - Optimized website for streamlined visitation and viewing
- Content writing for current website sections
  - Write descriptions and blurbs about the different sections existing in the website
- Implement SEO for current website
  - Trying to create such content that would help in implementing Search Engine Optimization tools on the website to gain traction and bring in more visitors and convert those visitors into paying customers
- Market research on the printer industry in India and competition analysis
  - Research about the different type of industrial size printers and the who's who in the industrial printer market of India.
  - Doing a competitor's analysis on the same major players by researching about their various strategies to advertise, deliver quality products and their after sales service

## SKILLS

Leadership

Time Management

Problem Solving

Communication

Critical Thinking

Interpersonal Skills

MS PowerPoint

MS Word

MS Excel

Secondary Research

Market Overview

Web Content Writing

Online Content Creation

Interpreting Data

Market Analysis

Copy Writing

Social Media Marketing

## EDUCATION

### PGPM (Marketing & HR)

2014 – 2016

ICFAI Business School,  
Gurugram, Haryana

### B.B.A. (Pass)

2016– 2019

Banarsidas Institute of  
Professional Studies,  
Guru Gobind Singh  
Indraprastha University