

CHANDRIKA DEB

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MBA with B.E. in Computer Science; experience in product launch, digital marketing, and branding

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 | Google Analytics | Six Sigma Green Belt | HubSpot Content Marketing Principles

EXPERIENCE

Tata Steel, Marketing Manager, Digital Initiatives (ECA) | Kolkata, India May 2024 - Present

- Spearheaded e-commerce website **DigECA** launch for MSMEs buying **Tata Astrum, Tata Steelium, and Galvano**.
- Optimized the DigECA platform through UI/UX design, customer journey mapping, and CMS development.
- Onboarded **800+ MSMEs, achieving 25 Cr. in GMV** within 90 days, with **55% organic leads** via digital marketing.
- Implemented **Zoho** optimizing 360-degree MSME customer insights using CRM and marketing automation expertise.

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

INTERNSHIPS

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

SKILLS

Technical Python, Java, SQL, Git, Go, HTML, CSS, JavaScript
Tools Tableau, Zoho CRM, Google Ads, Google Analytics, Meta Ads, HubSpot, SEMrush, JIRA, Figma, Postman
Expertise SEO, Social Media Marketing, CRM, Email Marketing, Content Marketing, Conversion Rate Optimization

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**

ACHIEVEMENTS

Dean's Merit List

Recipient of Top-10 CGPA academic scholarship of INR 5 lakhs for stellar MBA performance (Institute Rank: 9)

Amdocs India Innovation Agents 3.0

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

Semi-Finalist of B-School Case Competition

Declared as the National Semi-Finalist in Product Track of IDFC First Bank FAME Case Competition