

MAINAK CHAKRABORTY

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EDUCATION

Touro University, NYC, NY Masters in Web and Multimedia Design	<i>Graduate School of Technology</i>	Sep 2022 – Aug 2024
University of Mumbai, India Bachelors of Mass Media	<i>MMK College of Commerce & Economics</i>	July 2019

WORK EXPERIENCE

Ipsos Research <i>Research Associate</i>	Mumbai, India	Jan 2022 – Jul 2022
Marketing Strategy & Innovation <ul style="list-style-type: none">Performed professional market research to identify the target market, market conditions, customer behavior, industry trends, and competition for MondelezAssisted senior researchers to design detailed questionnaire and surveys, conduct business forecasts, and participate in weekly team meetings with managers and leadershipSeamless cross-functional coordination with field executives, data processing team & finance team on improving material receipt success rate from 65% to 85%.Monitored and improved research location and on time in-home fieldwork quality check, increased quality efficiency by 16%Managed various vendors related to research work and materials, also improved the payment structure for vendors		
Raptreels Productions <i>Junior Digital Editor</i>	Mumbai, India	Jul 2020 – Apr 2021
Commercial Video Editing & Client Support <ul style="list-style-type: none">Worked one-on-one with clients, in-house team members and freelancers to meet the film editing needsSupervised contributors to ensure deadlines are met with ease, improved by 25%Implemented high quality sound effects, voices, and music seamlessly into videos for clients Instagram & YouTube pageAssembling raw footage into finalized productsTrimming footage and putting together the rough projectEnsuring the project follows a logical sequence		
Bzinga (Zee Essel Group) <i>Project Marketing Intern</i>	Mumbai, India	Apr 2020– Jun 2020
App Development & Digital Marketing <ul style="list-style-type: none">Working on the enhancement of social media profiles & monthly content deck creation including copies and visualsMaking/Analyzing daily reports of MAU/DAU and YTD user dataDealing with Affiliate Marketers to get app installs for Bzinga App on Android/IOS at the best efficient cost for the Kerala specific market		
RGBA Studios <i>Production Coordinator (VFX & Motion Graphics)</i>	Mumbai, India	Oct 2019 – Jan 2020
Management <ul style="list-style-type: none">Conveying the client requirements to the team with regard to the processProviding the feedback to the process managerMonitor and manage production schedules for a timely deliveryCoordinate and monitor the flow of manuscripts between production houses and Ad agenciesAssemble footage manage clients, outsource & production house		

CERTIFICATIONS

• Marketing in Digital World	(GIES School of Business – UIUC)	Jan 2021
• Digital Media and Marketing Principle	(GIES School of Business – UIUC)	Jan 2021
• Foundation of Project Management	by Google	Aug 2021
• Foundation Of User Experience (UX)	by Google	Sep 2021
• Start the UX Design Process: Empathize, Define & Ideate	by Google	Undergoing
• HTML, CSS and JavaScript for Web Developers by John Hopkins University		Undergoing

PROJECT

Car Transport App in Figma – Coursera Project Network	Oct – Nov 2021
Created a booking page interface, designed the menu, created an app wireframe, and created a digital prototype for the app	

SKILLS & INTERESTS

- Software Skills:** Microsoft Suite, Foundational HTML, CSS & JavaScript, DaVinci Resolve
- Designing Tools:** Figma, Adobe Photoshop, Adobe XD, Adobe Illustrator
- Community Service:** At an NGO working towards education for underprivileged children in Mumbai