

Shoaib Akhtar

@: sakhtar8272@gmail.com ☎: 8017117958 📍: Howrah, West Bengal.

🌐 : <https://www.linkedin.com/in/realshoaib>



Summary

I am an MBA Marketing graduate with a strong foundation in sales and market research, complemented by an impactful internship at Tata Trent Ltd. Brand Zudio. My technical prowess and passion for business strategy drive my ambition in the marketing field. I excel in understanding customer needs, conducting effective surveys, and enhancing retail operations.

Experience

Marketing Intern

Tata Trent Ltd. (Zudio)

📅: 05/2024 - 07/2024 📍: Howrah, West Bengal.

Internship in marketing at Zudio

- Interacted directly with customers
- Shadowed DMs and SM
- Executed personal selling
- Gained insights into retail operations by observing and analyzing various roles.
- Conducted surveys, and analyzed customer's buying patterns

Education

MBA in Marketing + Finance

IIILM Kolkata

📅: 08/2023 - 07/2025 📍: Kolkata, West Bengal.

Bachelor's in Commerce

A. J. C. Bose College

📅: 08/2019 - 07/2022 📍: Kolkata, West Bengal.

ICSE Class 12

Maria's Day School

📅: 05/2019 📍: Howrah, West Bengal.

Skills

- Market research
- Inventory management
- Leadership & Team management
- Customer service
- Microsoft PowerPoint, Excel, Word

Project

Summer Internship Project Report -

- Analyzed market trends and consumer behavior during my internship at Tata-Trent Ltd. Zudio
- Conducted survey, Identified growth opportunities and presented actionable strategies for increasing sales.

Language

English

Professional



Hindi

Native



Bengali

Beginner

