

Binita Majumder

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EDUCATION

SDA Bocconi School of Management - *International Master in Business* - YEAR 2024

National Institute of Technology Agartala - *Production Engineering* - YEAR 2017

PROFESSIONAL EXPERIENCE

Vedanta Ltd Cairn Oil & Gas, *Maintenance & Planning Engineer* - Operations

Jul 2017- Oct 2020

- Overcame resistance among cross-functional teams to the adaptation of the **Asset Optimization** system by using SOPs - resulting in a 20% increase in resource utilization
- Improved material purchase lead time by 15% by expediting purchases through **SAP PR**
- Improved machine availability by performing **Root Cause Analysis** of frequent machine breakdowns

INTERNSHIP EXPERIENCE

Design Horse LLP, *Brand Strategy Intern*- Marketing & Sales

Apr 2023 - May 2023

- Developed & implemented **packaging strategy** for an \$18 billion business segment of a globally known Swiss F&B company, 2 out of 3 road maps created were approved for the next strategic implementation phase
- Identified the brand's **Unique Selling Proposition (USP)** using hexagonal brand audit tool for a Gelato brand & curated road map for **retail strategy** considering all consumer touchpoints to enhance customer retention & brand recall value
- Lead identification** with 20% conversion rate in qualifying the leads as potential client using BANT framework
- Lead nurtured** by doing primary research to identify the gap in the marketing strategy for an organic skincare brand

LIVE PROJECT

Nebula Robotics, *Sales Intern* – Marketing & Sales

Dec 2023

- Identified 500 verified potential leads by using SNOV software
- Outbound marketing through email for potential clients in Gulf countries

Ikaya Foundation, *Business Development Intern* – Marketing & Sales

Oct 2023 - Nov 2023

- Identified product portfolio, brand USP & consumer Target Group (TG) by doing secondary market research
- Primary Market research on competitor's offering & product portfolios seeking opportunities for differentiation
- Identified 20 vendors & negotiated for product packaging, 3 of them agreed to provide the packaging with the required specification

ADDITIONAL INFORMATION

Positions & Responsibilities

- Member of Toastmasters International, SDA Bocconi Asia Center
- In charge of implementing Asset Optimization, 5S & Kaizen throughout SBU

Academic Projects

- Identified consumer needs and current market trends & suggested ideas to increase market penetration for **Bauli Savory** by doing focus group consumer research
- Strategized **campaign management** at Datz, a digital advertisement and data analysis firm by optimizing budget allocation across marketing funnel stages (TOFU, MOFU, BOFU) through in-depth data analysis of diverse platform campaigns like Google Analytics & Meta

Awards & recognitions

- Guinness world record for the maximum number of people folding origami sculpture simultaneously on behalf of NIT Agartala (2016)
- Among top 15 out of 50 teams for identifying **Go-To-Market (GTM)** strategy & current market trends for the expansion of **Cartier** in India

Certifications

- Inbound sales methodology by Hubspot (2023)
- Marketing foundation analytics by International Institute of Business Analysis (2023)
- Excel Fundamental for Data Analytics by Macquarie University (2022)
- PG program in management through UPGRAD from IMT Ghaziabad (2021)

Volunteering

- Fundraiser for the campaign "Cauvery Calling" by Isha Yoga Center

Interest

- Human Psychology, Yoga, Meditation, Spirituality