

## Arpan **Biswas**

## **Work Experiences I**



## **Description**

In a galaxy not so far away, I rocked the role of manager, juggling inventory like a pro to keep stock levels just right and avoid a surplus saga. I played matchmaker with our top clients, getting into their heads to build epic partnerships. On top of that, I led the dream team, spreading teamwork vibes and boosting efficiency. And hey, I even whipped up some money-saving magic to make our company's profits soar to infinity and beyond!

### **My Contact**

Phone

+91 8101409208

Message arpab48@gmail.com

Linkedin

www.linkedin.com/in/arpanbiswas-97ab8ala2/

Address

107, GR/A, Vivekananda Apartment Rajani Babu Road, Kanchrapara WB- 743145

### **Expertise**







Digital Marketing

Data Analyst

Bengali & HIndi

Lead Generation





Inventory Managerment & Team Management

#### Maa Kali Bharatgas Distributor 2020 Jan- 2021 Dec Formar General Manager

Experienced manager at Maa Kali Bharatgas Distributor, adept at optimizing operations, fostering a positive work environment, and achieving business objectives.

- Inventory Management: Ensured optimal stock levels while minimizing excess.
- Daily Workflow Management: Oversaw day-to-day operations efficiently.
- Lead Generation: Actively sought new business opportunities.
- Cost Cutting: Implemented measures to enhance profitability.
- Employee Management: Focused on team collaboration and productivity.

## **Work Experiences II**



#### RaajShastra Analytics PVt. Ltd. July 2024-July 2024 **Tech and Marketing Intern**

As a Tech and Marketing Intern at Raajshastra, I use to play a pivotal role in various domains:

- Website Design: Crafting visually appealing and user-friendly websites, wordpress and Hostinger designing.
- Data Analytics: Analyzing data to derive actionable insights and inform strategies from social media and other relevent pages.
- Digital Marketing: Implementing online marketing campaigns to boost brand presence.
- Web Development: Developing and maintaining web applications to enhance user experience and visually appealing.

### Education



#### JIS College Of Engineering

2025

B.Tech in Computer Science Engineering (On Pursuing)

Sree Ramkrishna Institute of Science and Tech. 2020 Diploma In Architecture

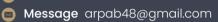
CGPA 7.6



## Arpan Biswas

### **Achievements**





#### General Manager, Maa Kali Bharatgas,

- Developed and implemented effective marketing strategies.
- Led consumer acquisition initiatives, increasing customer base.
- Managed inventory to ensure optimal stock levels.
- Formulated and executed business development strategies.
- Supervised and motivated a diverse team.

### Tech and Marketing Intern, Raajshastra

- Designed and maintained the company website, enhancing user experience.
- Analyzed data to inform business decisions and strategies.
- Developed data scraping tools for comprehensive market research.
- Executed digital marketing campaigns, boosting online presence and engagement.
- Conducted SEO optimization to improve search engine rankings.
- Collaborated with cross-functional teams to align marketing efforts with business goals.

## **Projects**



For my B.Tech project, I developed a highly responsive chatbot integrated with Google Search. This chatbot was designed to provide users with accurate and prompt answers based on Google Search results. By leveraging Google's vast database, the chatbot could handle a wide range of queries, delivering relevant information efficiently. The project involved extensive work in natural language processing and API integration, ensuring seamless interaction and user satisfaction. This innovative solution demonstrated the potential of AI in enhancing user experience and information accessibility.

Project Link https://arpanpayelchatbot.zapier.app/



PROUDLY PRESENTED TO

Arpan Biswas

FOR COMPLETING THE 2-DAY WORKSHOP ON

Business Intelligence using Power BI

Justin

Conducted By

Mr. Jatan Shah

Microsoft Certified Trainer Co-founder & CEO, Skill Nation Duration

3rd & 4th August, 2024



+919775343048

office@raajshastra.com

40 MC Road Ranigani (WB)

Ref:RSAPL|SIP:1010 Date: 26.07.2024

Subject: Letter of Recommendation for Arpan Biswas - Digital Marketing & Tech Intern

To Whom It May Concern,

I am writing this letter to highly recommend Arpan Biswas for his outstanding performance and dedication during his internship as a Digital Marketing & Tech Intern at Raaj Shastra Analytics Pvt. Ltd.

Throughout his tenure, Arpan demonstrated exceptional skills in website management, social media handling, and official communications. He effectively managed the company's website, ensuring timely updates and maintenance. His work on social media accounts reflected professionalism and creativity, contributing to a strong online presence for the company. Arpan's adherence to official communication protocols further showcased his commitment to his role.

Arpan strictly followed the guidelines and limitations set forth in his authorization, showing a deep respect for confidentiality and compliance. His understanding of the consequences of unauthorized actions and commitment to upholding the highest standards of integrity were commendable.

I am confident that Arpan's strong work ethic, attention to detail, and willingness to learn make him a valuable asset to any team. I believe he has the potential to excel in his future endeavors and recommend him without hesitation.

Should you require any further information regarding Arpan's performance during his internship, please feel free to contact me at [contact information provided].

Sincerely,

Niladri C<mark>hak</mark>raborty

Founder Anglytica But Ltd

Raaj Shastra Analytics Pvt. Ltd.

EMPOWERING LEADER.TRANSFORMING LEADERS

# CERTIFICATE

OF COMPLETION





PROUDLY PRESENTED TO

## **ARPAN BISWAS**

for completing the workshop conducted by **be10X** on **ChatGPT & AI Tools Workshop** 

Issued on: October 6th, 2024

helitya saka

betox

ditya

Aditya Goenka

Co- Founder

Aditya Kachave

Co-Founder