

Contact

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Top Skills

Python (Programming Language)
R
Tableau

Certifications

Open Source tools for Data Science
Google Analytics Individual
Qualification
Certified Marketing Analytics
Practitioner
CutShort Certified Data Analytics -
Basic
Data Science Methodology

Binayak Jena

Market Research Intern at CodeVector Labs - AI solutions
Orissa

Summary

MBA-BM student from XIMB(2018-20)

Experience

CodeVector Labs - AI solutions
Market Research Intern
June 2020 - August 2020 (3 months)

Myra Medicines
Marketing Intern
April 2019 - June 2019 (3 months)
Bengaluru Area, India

- Designed catalogue and provided content for product description and features listed in the Myra app
- Converted the product catalogue contents into HTML codes and uploaded to the app using Retool
- Negotiated with various Health and Lifestyle brands and persuaded them to make us their selling partner
- Used Periscope tool to access past customer data and clustered them based on their Average Order Value
- Designed promotional SMS campaigns based on the different category analysis done
- Monitored the performance of marketing campaigns and gave recommendations based on it
- Directed the design team to make creatives to communicate re-branding based on customer mindset
- Developed strategy for brand campaigning on various social media handles

Federal Informatics Private Limited
Marketing Analyst
February 2016 - May 2017 (1 year 4 months)
Bengaluru, Karnataka, India

- Developed knowledge about the ways data collected and analyzed and hence developed core industry knowledge

- Researched market conditions, competitors' activities and consumer behavior to develop marketing strategies
- Assembled key data points and provided insights for making important financial decisions for core clients
- Developed knowledge about recent marketing trends to suggest ideas for new campaigns and promotions
- Developed strong inter-personal skills to strengthen relationships with customers and core industry clients

Wipro Limited

Project Engineer

April 2014 - November 2015 (1 year 8 months)

Pune, Maharashtra, India

- Carried out functional, integration, regression and reconciliation testing
- Analyzed business requirements and generated test plans and procedures
- Conducted root cause analysis of defects for better results
- Organized calls and coordinated with onsite team to ensure all testing activities are in schedule

Education

Xavier Institute of Management

Master of Business Administration - MBA, Business management · (2018 - 2020)

Siksha 'O' Anusandhan University

Bachelor of Technology - BTech, Mechanical Engineering · (2009 - 2013)