

# SOVAN KUMAR MANDAL

## PROFESSIONAL SKILLS

- Business development and planning
- Sales strategy
- MS Office
- MS Excel
- Product and service sales
- Problem-solving skills
- Team management
- Market research
- Communication skills
- Collaborative nature

## PERSONAL SKILLS

- Reliable and professional
- Organized
- Time management
- Team player
- Fast learner
- Motivated

## CONTACT

7003816952  
sovanmandal125@gmail.com

## PROFILE

Enthusiastic MBA Marketing graduate (Fresher) eager to learn and contribute to organizations' goals through hard work, attention to detail, and excellent organizational skills. Extremely motivated to constantly develop my skills and grow professionally.

## WORK EXPERIENCE

### MARKETING MANAGEMENT TRAINEE- INTERN

**Dabur India Limited| June 2020 - Aug 2020**

- To compare and contrast the perception of the customers concerning modern trade outlets and local Kirana stores
- Provided research and development on Dabur products in modern outlets versus in kirana stores to showcase benefits and retain customers.
- Planned and implemented studies to assess market conditions and evaluated results to enhance marketing campaigns.

### SOCIAL MEDIA INTERN

**Xpert. | Apr 2020- May 2020**

- Contributed to mock-ups, email campaigns and social media content.
- Stayed updated with latest marketing concepts and techniques.

## EDUCATION

### MASTERS OF BUSINESS ADMINISTRATION- MARKETING AND OPERATIONS

**Army Institute of Management, Kolkata | July 2019- July 2021**

### B.TECH CIVIL ENGINEERING

**Murshidabad College of Engineering And Technology| July 2012- May 2016**