

SWAPNIL KUMAR BISWAS

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EDUCATION

University of Lucknow, Faculty of Management Studies (FMSLU)

- Executive MBA, Marketing | CGPA: 7.05/8.00 | Sep 2023 – May 2025
- Relevant Coursework: Consumer Behavior, Digital Marketing, Integrated Marketing Communication, Business Analytics, Customer Relationship Management

Dr. Ram Manohar Lohia Avadh University (RMLAU)

- Bachelor of Science | Percentage: 60% | Aug 2020 – June 2023
- Majors: Physics and Chemistry

SJS Public School (CBSE)

- Intermediate (XII) | Percentage: 72.4% | Apr 2019 – Mar 2020
- Focus: Physics, Chemistry, Mathematics

SJS Public School (CBSE)

- High School (X) | Percentage: 74.6% | Apr 2017 – Mar 2018

SKILLS

- Sales Skills:** Customer Acquisition, B2C Sales, Upselling & Cross-selling, Client Relationship Management
- Business Tools:** PowerPoint, Excel, MS Office, Google Workspace, ChatGPT
- Soft Skills:** Negotiation, Time Management, Team Collaboration, Adaptability, Detail Orientation

PROFESSIONAL EXPERIENCE

Sales Executive

Vital online experts

Jan 2023 – April 2025

- Participated in sales training programs focusing on lead generation, prospecting, and client engagement.
- Gained field sales exposure by assisting the business development team in customer acquisition campaigns.
- Developed community outreach strategies to enhance brand visibility and increase product adoption.

PROJECT WORK

Study on Deceitful Direct Marketing Techniques in Online Purchasing

- Analyzed unethical digital marketing practices and their influence on consumer buying behaviour.
- Explored consumer vulnerability to deceptive tactics and proposed trust-building marketing strategies.
- Developed frameworks for ethical digital marketing initiatives to enhance customer loyalty.

EXTRA-CURRICULAR ACTIVITIES

- Finalist, **Case Study Competition**, FMSLU
- Volunteer, **NSIL 2024**, University of Lucknow
- Participant, **Azadi@75 Half Marathon**, Lucknow
- Coordinator, **Gravitas Management Fest**, FMSLU

LANGUAGES

- English, Hindi, Bengali