

RANAJIT DEY

EXPERIENCE

Jan'15-Present **Research Assistant, IIM - Kolkata**

Responsibilities: Formulation and execution of a social project sponsored by the Ministry of Tribal Affairs. This project involves setting up a socio-business model to ensure livelihood generation for economically marginalised women in the tribal community of Purulia, West Bengal.

Sep'15-Jun'16 **Marketing Communications Coordinator, Suraksha Diagnostic Pvt. Ltd., Kolkata**

Delivery Management: Formulation and execution of overall consumer marketing strategy, campaign, brand communication for new territories & initiatives, which includes planning, budgeting and execution in OOH media and digital channels

Partnership Management: Managing external agency engagement to plan, develop, and execute consumer acquisition strategies and subsequently coordinating with operation, sales and inventory teams to ensure well-timed implementation

Internal Client Management: Assist operation and sales team in execution of promotional activities like launch programs, health-camp, CMEs etc.

May'14-Jul'14 **The Mobile Store Ltd., Kolkata as Associate Store Manager**

- **Provided detailed product information** to the end user and answered all the queries; **maintained & tracked inventory**
- **Promoted sales of high end smartphones** through detailed product demonstration and add-on software for android based handsets
- Capably **contributed 15% of the overall sales** of the store

Sep'13-Nov'13 **Ambuja Neotia, Kolkata as Intern (Marketing Trainee)**

- **Identified the market presence** of the fine diner *Afraa*
- **Conducted competitor analysis** to find out the fine dining preferences in Salt Lake, Kolkata, from the data collected **prepared a SWOT analysis for the fine diner *Afraa*** and suggested ways to get the diner at par with the present competitors

May'13-Jul'13 **THE HINDU, Kolkata as Intern (Development Canvasser)**

- **Conducted a survey to find the reader's perception about *Business Line*** in Salt Lake, Kolkata and proposed suggestions for making the financial daily reach out to more consumers in Kolkata
- **Achieved sales of 54 subscriptions** of the financial daily Business Line against the proposed target of 50 in two months
- Received an **award for achieving the third highest subscriptions sales for the month** of June amongst all the employees

OTHER ASSIGNMENTS

- Presented the **Brand Strategy** for a (fictitious) brand of nursing uniforms and suggested ways to create a market for custom made and modern nursing uniforms
- **Created a flyer** for a (fictitious) non-profit organization called 'Deletpoverty.org' which cares for and feeds underprivileged children

ACADEMIC QUALIFICATIONS

- **MBA** with specialization in **Marketing & Finance** from **Birla Institute of Technology, Kolkata** in 2014 with **7.66 CGPA**
- **BBA (Honours)** from **B.P. Poddar Institute of Management & Technology, WBUT** in 2011 with **7.69 CGPA**
- **12th** from **Indira Gandhi Memorial High School, Kolkata**, CBSE Board in 2008 with **58.2%** of marks
- **10th** from **Kendriya Vidyalaya No. 1, Kolkata**, CBSE Board in 2005 with **69.6%** of marks

IT SKILLS

- **Operating Systems:** Windows XP, 7, 8.1, 10
- **Tools:** MS Word; MS Power Point; MS Excel

INTERESTS

- Mobile Operating Systems (Android in particular)
- Experiment with very culinary styles

PERSONAL DETAILS

- Date of Birth: 5th September, 1988
- Languages Known: English, Hindi & Bengali

ATTRIBUTES

- Honest, dedicated team player
- Effective communication/interpersonal skills
- Quick learner and efficient in delivery management