**ADITYA JOSHI**

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| CAREER OBJECTIVE |
| Seeking for a position to employ my skills and abilities in an appropriate industry that provides professional development along with being ingenuous, flexible and innovative. Develop plans and strategies to contribute in marketing activities of the organization to specifically recognise client’s preferences and attitudes that can help to improve services and products as per their requirement. |
| EDUCATION |
| |  |  |  |  | | --- | --- | --- | --- | | 2015 | MBA (Marketing) | International Institute Of Management Science, Kolkata | 8.1/10 | | 2013 | BBA (H) | The Calcutta Anglo Gujarati College, Kolkata | 8.1/10 | | 2008 | Class XII | Gyan Bharati Vidyapith, Kolkata | 77% | | 2006 | Class X | Sri Ram Narayan Singh Memorial High School, Kolkata | 81% | |
| WORK EXPERIENCE |
| |  |  |  | | --- | --- | --- | | **Role :** Digital Marketing Executive | **Duration :** June 16 to current | **Company :** Elogix Software Pvt Ltd. |   Key Responsibilities   * Creating SEO based content and marketing it through various channels * Increasing the visibility of the website through Social Media Marketing e.g LinkedIn, Facebook, Twitter, Tumbler etc. * Engaging customers as well as service providers and driving them towards the B2B marketplace * Keep track of the website traffic, improving website rankings and conduct necessary surveys to discover market opportunities and industry insights  |  |  |  | | --- | --- | --- | | **Role :** Marketing Executive | **Duration :** 1 year (June 15-16) | **Company :** Elogix Software Pvt Ltd. |   Key Responsibilities   * Understanding and updating the Chemical Manufacturing Industry in India * Generating new leads via different sources * Tactfully interacting with decision makers of prospecting clients and engaging them to generate business * Interfacing with clients and maintaining healthy relationship with them |
| INTERNSHIP |
| |  |  |  | | --- | --- | --- | | **Role :** Intern | **Duration :** 2 Months | **Company :** Berger Paints Pvt Ltd. |   Business Development and increasing the secondary sales by addition of Competitive Painters   * Conducted a market research survey to understand the paint industry * Understand the satisfaction level of the painters and maintain healthy relationship between them and the company * Making the painters aware about the new schemes and the benefits which they can avail from it * Business Development |
| PROJECTS |
| Developed a Marketing Management Report on Domino’s   * Understood the Marketing Mix and the Strategies adopted by Domino’s * Proposed a list of hypotheses and designed a Questionnaire for the primary research * Analyzed the data collected & drew some inferences * Sighted recommendations to Domino’s   Developed a Report on Consumer behaviour of Shower Gel   * Understood the Shower Gel Industry using secondary data * Observed the buying behaviour and store planogramy by visiting 4 stores * Understood the buying behaviour in detail by doing a qualitative study of 2 respondents |
| ACTIVITIES |
| * Active member of Interact club in MBA * Leaded the Marketing club of the college * Organizing annual fest in MBA |
| ACHIEVEMENTS |
| * Qualified for state level interschool Emats test * Secured 88 percentile in MAT 2015 |
| INTEREST |
| Cricket, Playing Badminton, Swimming, Paintings, Reading |
| CURRENT CTC : 3 Lakhs |
| NOTICE PERIOD : 3 Months |
| LANGUAGE KNOWN : English, Hindi, Bengali |

**DOB** : 07/07/1989