**Curriculum Vitae**

**ARINDAM MANDAL**

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**OBJECTIVE**

My objective is to work as an innovative, enthusiastic, responsible, disciplined and hardworking employee in an organisation where I can utilise my skills and abilities.

**EMPLOYMENT DETAILS**

Presently I am working in Anderson Printing House Pvt Ltd, Kolkata since February 2015 as Marketing Executive.

**KEY ROLES & RESPONSIBILITIES**

● Developing a customer base for print and associated technology, networking with clients, attending Exhibitions, Conferences and Trade fairs to maintain business relationship and generate enquiries for future business.

● Introducing new products/ideas along with assisting on technical specifications.

**ACADEMIC QUALIFICATION**

● **PGPM (2013-14) in Marketing** from UnitedWorld School of Business, Kolkata with 6.55/9 CGPA.

● **B. Com (Hons in Marketing)** from DumDum Motijheel Rabindra Mahavidyalaya (Formerly Motijheel Commerce College) with 43% marks in 2012.

● **I.S.C (Commerce)** from St. Mary’s Orphanage and Day School, Kolkata wtih 62% marks in 2009.

● **I.C.S.E** from St. Mary’s Orphanage and Day School, Kolkata wtih 66% marks in 2007.

**ACADEMIC ACHIEVEMENTS**

● Completed PGPM course from UnitedWorld School of Business, Kolkata,

●Successfully completed a course of Diploma in Financial Accounting System.

●Having basic knowledge in MS WORD, MS EXCEL and MS POWERPOINT with a typing speed of 40 wpm.

**WINTER INTERNSHIP PROJECT: RELIANCE TRENDS LTD (Nov.2013-Jan.2014)**

●Project Title: A Study on Consumer Behavior at Reliance Trends Stores.

●Conducted Floor management, Floor layout in all the Five Trends outlets in Kolkata and mystery shopping at other retail outlets.

●Suggesting ways to improve business for all the stores.

**LIVE PROJECT EXPERIENCE: DEXTER CONSULTANCY PVT LTD (June 2014)**

● **‘**Lighting’ project consisting of retailing and distribution of electrical fittings.

●CSRProject consisting of visits to various corporate offices.

●Restaurant project consisting of visits to various restaurants to promote their business on ‘openrice.com’

**EXTRA CURRICULAR ACTIVITIES**

●Synthesiser player and associated with Folk Bands during school and college days.

**PERSONAL DETAILS**

●Correspondence Address: 251 Dum Dum Road, Usha Apartment,

Kolkata 700 074

●Gender: Male

●Date of Birth: 29th June 1990