**CURRICULUM VITAE**

NAME– DEBOJIT DAS

CONTACT NO. 9674027978

EMAIL ID :- jeetdas733@gmail.com

ADDRESS:- Garia station road ,Sagarika Appartment flat no.A1 East balia near balia balak sangha club .kolkata – 700084 ,West Bengal

OBJECTIVE

To acquire growth oriented position which helps in building a purposeful career and contribute towards fulfilment of organizational as well as individual goals.

ACADEMIC QUALIFICATIONS

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| --- | --- | --- | --- |
| QUALIFICATION | BOARD/INSTITUTE NAME | YEAR | PERCENTAGE |
| MBA [ Major – marketing] Minor- [human resource ] | WBUT ( N.S.E.C ) | 2014 | CGPA 6.19 |
| BBA [ HONS. ] | WBUT (N.S.E.C ) | 2009- 2012 | CGPA 6.56 |
| HIGHER SECONDARY | CBSE (I.G.M.H.S ) | 2009 | 55 |
| TENTH | CBSE (I.G.M.H.S ) | 2006 | 55 |

Professional experience

**COMPANY NAME:- PARADISE ENTERPRISE**

DESIGNATION :- Marketing Executive

JOB RESPONSIBILITY:-

* Areas assigned Kolkata as well as partly Eastern India
* Visited various government as well as govt. undertaking organizations in the following areas assigned .
* Taking an appointment for a definite date over the telephone
* Meeting with the concerned person ( H.R )
* I used to tell brief about my organization and what we do and provide
* Approach and make him convince
* Report to my immediate senior
* Then Follow up is done over the phone
* Then as per their requirements they send us Mail
* After that I and my senior used to visit again same office and after final discussion contract is taken .

.Company name ; - Axis bank private limited

Designation :- business development executive

Duration :- 6 months

Profile :- casa sales

SUMMER INTERNSHIP

* COMPANY :SAHARA INDIA PARIWAR LIMITED
* Project tittle : proposed brand positioning techniques of sahara q shop ( home products )
* Duration : 1 month
* Objective :- to study the buying behaviour
* **awareness of e-marketing among the people.**
* **To study the acceptance of e-marketing among consumers**.
* **To study the impact of e-marketing on purchase decision ofconsumers.**
* Area selected was “Ranaghat” and Krishnanagar West Bengal
* A sample size of 150 is taken
* Selected age group between 18-30 years
* Out of which 120 is selected on the basis of age gropus,money income ,buying behaviour ,purchase decision etc.
* According to these factors questionnaires is prepared

Questions are only close end.

* Everyday i used to visit shopping malls ,colleges, cyber cafe, residential areas etc in different localities.
* Questionnaires are distributed among them and asked them to fill up this form .
* Through the questionnaire primary data was collected from respondents.
* After the survey it has been found that most of the consumers like online shopping rather than traditional shopping becauseRespondents find e-shopping more convenient because it is time saving, availability of alternatives to choose from & possibly less expensive products and services .

SKILS

* Problem solving
* Quick learner
* Teamwork skill
* Customer service
* Responsibility and Reliable
* Time management
* Risk taking

Personal profile :-DEBOJIT DAS

FATHER’S NAME- ASHISH DAS

D.O.B.-26.10.1990

LANGUAGES KNOWN:- ENGLISH ,HINDI BENGALI

MARITIAL STATUS:- SINGLE

HOBBIES :- Playing computer games, Net surfing, Listening to music , Drawing etc.

**DECLARATION :**I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place :Kolkata DEBOJIT DAS

Date :