Prithwish Roy



**Gender:** Male

**Date of Birth:** 23RD January 1992

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**Permanent Address**: 31/A, Kailash Bose Street Kolkata-06

**SPECIALIZATION**

MBA (Marketing)

**AREAS OF INTEREST**

* Brand management
* Market Research and Analysis
* Digital Marketing

**EDUCATIONAL QUALIFICATIONS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Examination** | **Year of passing** | **Institution** | **Board/University** | **Percentage** |
| MBA | 2018 | Indian Institute of Social Welfare and Business Management, Kolkata | University Of Calcutta | NA |
| Graduation  (B.Tech) | 2014 | Budge Budge Institute Of Technology(B.B.I.T) | West Bengal University Of Technology | 75.2 |
| (12th) | 2010 | Mitra Institute (Main) | West Bengal Council Of Higher Secondary Education | 79.60 |
| (10th) | 2008 | Mitra Institute (Main) | West Bengal Board Secondary Education | 81.37 |

**WORK EXPERIENCE**

**Organization**: **Unique Bio System**

**Designation:**  **Marketing Executive**   
 **Duration**:  **May’15-July’16 (15 Months)**

**Responsibilities Handled:**

* Servicing and training of medical instruments.
* Experience of meeting Medical labs and hospitals of Kolkata, Malda, Siliguri, Bankura, Mursihadabad, Assam and Delhi.

**INTERNSHIPS**

* Internship in **ITC Limited (September’16-october’16)**

Location: **Howrah**

Project: Supply and Distribution chain management, Ground level marketing, Consumers’ behavior, Customers relationship management.

**SCHOLASTIC ACHIEVEMENTS**

* Participated in EUREKA’16 (**The Entrepreneurship Cell, IIT BOMBAY**) on business idea model.
* Participated in **"Intershala Business Case Contest 2016".**
* Participated in **UMEED 2016 (IISWBM, E-CELL Event) 9th September’16**
* Participated in 1st Moot Court Competitionjointly organized by IISWBM and NFCG held on 27th August'16.
* 1st in intra college Entrepreneur contest (2012-13)

**INDUSTRIAL TRAINING**

* 15 days Training in Emt Megatherm Pvt .LTD. On transformer, crucible designing, static frequency convertor (SFC), Induction furnace. in the year of 2013
* 7 days Training in CESC LTD at Budge Budge generating station (BBGS) on power generation in 2013

**COMPUTER PROFICIENCY**

Languages Known: C, Cobalt

Operating Systems Known: WINDOWS 7, 8, 10

Software Packages Known: MS OFFICE 2007, 2010, 2013

**LINGUISTIC PROFICIENCY**

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Read** | **Write** | **Speak** |
| English | Yes | Yes | Yes |
| Bengali | Yes | Yes | Yes |
| Hindi | Yes | No | Yes |

**PERSONAL SKILLS**

* Confident, risk taker, can think out of the box and never give up attitude.
* Good Leadership qualities and team spirit.

**EXTRACURRICULAR ACHIEVEMENTS**

* Rock Climbing in Purulia
* Painting
* Swimmer

**SOCIAL WORK**

* Teach street children
* Teach blind children
* Donate Blood
* Want to work with Self Help Groups

**OTHER INTERESTS**

* Working in groups
* Listening music
* Reading novels and newspaper, business magazine.
* Cricket

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