 **Curriculum Vitae (C.V)**

**Name: Sandeep Roy Work Experience – 1.6 years**

**Career Objective** – I aim towards achieving the greater success in my career through hard work, consistency and team working order to achieve organizational goals and objectives. I am a dynamic marketing professional with an MBA and Marketing degree seeking an entry level opportunity with the marketing and communication department of an established Organization.

**Personal Details:**

* **Date of Birth** - 18th October, 1989
* **Home Town** - Kolkata
* **Passport No. -** K6647115
* **Languages Known** - English, Hindi, Bengali, and French
* **Mobile** - 9874037687
* **Phone** - 033 2461 2939
* **Email** - sandeep.roy7687@gmail.com

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| **Education** | | | | |
| **Year:** | **Institute:** | **Degree:** | **Specialization:** | **Marks/Grade:** |
| **2012 - 2014** | Globsyn Business School | PGPM – I (MBA) | International Business | 76% |
| **2009 - 2011** | Heramba Chandra College  (University Of Calcutta) | B.Com  (Hons.) | Marketing | 45% |
| **2007 - 2009** | Better High School | I.S.C  (Delhi Board) | Commerce | 77% |
| **2007** | Lycee | I.C.S.E  (Delhi Board) | General | 80% |

**International Industrial Practice (Birmingham, United Kingdom):**

“Generating revenue with the help of IMC Tools **(Birmingham City FC)**” – The agendum was to generate revenue for the newly relegated second division club to not only help the club reach a stable financial position by building a brand name in the market but also to reach the premier league in the process. **(Defence Proposal/Presentation and Dissertation).**

**Company/Organisation: Birmingham City FC.**

**Dissertation (Kolkata, India):**

“Brand extension of music festivals at the Regional, National and International level **(D.U.S.K, Sunburn and Tomorrowland)**” – the purpose of the thesis was to develop an idea of profit making and brand extension of a few such event management organisations. The sectors are separated geographically and demographically as per existence and target market is concerned. **(Defence Proposal/Presentation and Dissertation).**

**Company/Organisation: Dusk (HyBrid)**

**Work Experience/Responsibilities (Brishti Technologies Private Limited):**

* **Webinar Manager - MyPrivateTutor (India)**.
* Comprehensive client’s profile verification and activation for website (KYC).
* Targeting potential institutions for Webinar tools & usage.
* Use Base Camp/Fresh Desk for setting Milestones and Reminders.
* Managing Regular & Live courses.
* Managing Self Paced Tutorial (SPT) with Talent LMS.
* Social media promotion i.e. YouTube (Intro video), Facebook (Promotion).
* Client service Email, Chat (Zopim, Whatsapp, Telephonic & client visit).
* Client review/ Success stories/Testimonial and Blog Post handling.
* **Business Development Manager - MyPrivateTutor (India)**
* Checking/analyzing client profiles to create sales strategies & developing the business model.
* Setting and achieving Targets: Text Box and Display Banner (responsive/unresponsive).
* Developing content for Cron mail and Text message marketing.
* Tracking payment Online (CC Avenue/Payu money/Paytm) and offline (Delhivery/E collector).
* Customer Relationship Management (Hubspot).
* Synchronization of the sales force management (Slack).
* Preparing trend analysis & sales report.
* Customer relationship building and client servicing.

**Computer Proficiency:**

* MS Office. **(Word, PowerPoint, Excel).**
* 6 months experience in Enterprise Resource Planning **(Microsoft Navision).**
* Google Ad words proficiency.

**Achievements:**

* 2 time Best Junior Rock Climber at **South Calcutta Trekkers Association.**
* Best T-shirt art **(The Times of India in school’ inter school competition 2006-2007).**
* **(News in education 2009 winners)** team debate and quiz.

**Extracurricular Activities**

* Active member in the school cricket and track team.
* 10+ years of professional cricketing at Robsam, c4, Mainland Sambaran and CCD.
* Freestyle rapper and lyricist.
* Lifelong member at the prestigious American centre and British council.
* Part time content writer at Seagull Institute.
* A1 degree in French Alliance Francaise (2013).
* District member of the winning Sculling and Rowing team 2010-2011.

**Personal Qualities**

* Team Player.
* Social in nature.
* Quick learner.
* Ardent listener and charismatic speaker.
* Eminent counsellor.

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| **Project Brief** |
| * ***Out of Home Advertising (OOH):*** *The report in brief is about outdoor advertising and how 360 advertising can help to leverage the present market into the future.* * ***Nicolites:*** *The concept of introducing electronic cigarettes into the market in order to not only creates a blue ocean strategy but also to stress on the corporate social responsibility (CSR) aspect of the brand. It involved the usage of the brand resonance model.* * ***Desperados:*** *The idea is to launch a product which acts as a conglomerate in case of liquor industries. Example: a combination of beer and tequila with lime to attract customers from both the field. It involves the use of the four p’s of marketing mix.* * ***Lasagne:*** *The project was about idea generation of a new fast food chain. The product and the brand is ‘lasagna’ which is an Italian recipe with comparative study of the market and the potential competition. This included porters 5 force model.* * ***Hidekraft (Leather Tannery):*** *The challenge was to turn a leather tannery into a full fledged brand and expand the market of that existing brand. It featured the swot analysis, 5w1h and the Aida model.* * ***Comparative study of Movie Stars versus Sports Stars as a Brand Endorser:*** *The whole concept of the study is done through questionnaire to understand the perception of the potential customers and how their views differ from one another. Results are obtained through research with the help of online questionnaire and include the David aekar model.* * ***Macdonalds:*** *The relevance of the project on service marketing involves the cross cultural behaviour and the ethnographic research. It comprised of the seven p’s of service marketing and talks about the Quality service cleanliness value (QSCV) of the global retail chain.* |

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**SANDEEP ROY Date**