

CHANDRIKA DEB

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MBA with B.E. in Computer Science; experience in product marketing, digital marketing, and CRM

EDUCATION

Indian Institute of Management, Rohtak, Post Graduate Program CGPA: 8.43 (94.5%) March 2024
Birla Institute of Technology, Mesra, B.E. in Computer Science & Engineering CGPA: 8.63 (86.3%) June 2020

MBA Specialisation: Marketing & Strategy | Operations | Human Resources & Organisation Behavior
National Finalist: Flipkart WiRED 7.0 | Aavartan by IIM Mumbai | FAME by IDFC First Bank
Certifications: Google Ads Display | Google Analytics | Six Sigma Green Belt | HubSpot Content Marketing Principles

EXPERIENCE

Tata Steel, Digital Marketing Manager | Kolkata, India May 2024 - Present

- Spearheaded steel e-commerce portal **DigECA** launch for MSMEs buying **Tata Astrum, Tata Steelium, and Galvano**.
- Onboarded **2,000+ MSMEs**, delivering a **42% registration-to-enquiry conversion** and **15% registration-to-sales conversion**, alongwith **10% average monthly organic sales** via optimized digital campaigns and funnel automation.
- Owned product backlog and sprint priorities in collaboration with business and IT team—launched features for **mobile responsiveness, SSR rendering, and SEO**.
- Implemented **CRM and marketing automation** via Zoho Suite (SalesIQ, Pagesense, Campaigns) and Kaleyra: created lead funnels, user segmentation, event triggers, and integrated dashboards for analytics.
- Strategized and deployed **WhatsApp chatbot**, automating end-to-end enquiry handling and improving lead response time by over 60%.
- Owned social media strategy (LinkedIn, Instagram, Meta) to build top-of-funnel brand engagement and drive targeted lead-gen through MSME storytelling, reels, and case features **driving engagement by 3x**.
- Ran paid campaigns (Meta, Google) and improved SEO performance through technical fixes, competitor benchmarking, and content strategy—achieving a **4x increase** in organic traffic.
- Maintained weekly regional growth reports, tracking performance metrics (**CRO, CAC, GMV, NPS**) and aligning next sprint goals with business KPIs.

Amdocs, Software Developer | Remote (Pune, India) July 2020 - June 2022

- Managed the **Development & UAT of Real-Time-Billing (RTB)** for Canada's largest telecom service provider
- Implemented **RTB-NM1 Customization** for improving the legacy tele-billing software for handling daily transactions
- Led the development of Amdocs **BSS-B2B** telecom billing software as an associate developer in the core R&D team
- Recognized as **Star of the Month** thrice for exceptional performance in the NM1-RTB client customization project

SKILLS

Technical Python, Java, SQL, Git, Go, HTML, CSS, JavaScript

Tools Tableau, Zoho CRM, Google Ads, Google Analytics, Meta Ads, HubSpot, SEMrush, JIRA, Figma, Postman

Expertise SEO, Social Media Marketing, CRM, Email Marketing, Content Marketing, Conversion Rate Optimization

POSITIONS OF RESPONSIBILITY

Senior Placement Coordinator, IIM Rohtak 08/2022 - 02/2024

- Accountable for maintaining corporate relationships to facilitate **Summer Internship & Final Placements**
- Fostered institute ties with **30+ new brands** and industry leaders, boosting campus placements by **42%**
- Orchestrated end-to-end logistics for placement drives, hosting over **110+ companies** boosting **18% pick ratio**

ACHIEVEMENTS

Dean's Merit List

Recipient of Top-10 CGPA academic scholarship of INR 5 lakhs for stellar MBA performance (Institute Rank: 9)

Amdocs India Innovation Agents 3.0

Selected as one of the 16 Amdocs India Innovation Agents to foster the culture of innovation and design thinking

Semi-Finalist of B-School Case Competition

Declared as the National Semi-Finalist in Product Track of IDFC First Bank FAME Case Competition