CURRICULUM VITAE

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| **ANANDA DEY**  ***Correspondence Address:***  B-2, Gali no: 17, Hindon Vihar,  Barola, Sector: 49, Noida, UP  **Phone No**:- 7836883893  ***E-mail***:- anand.iibs2@gmail.com | C:\Users\Annada\Desktop\Capture.PNG |

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| CAREER OBJECTIVE: |

To build a successful career in a reputed organization that will help me to contribute to the organizational goals and objectives, using my current knowledge and my skills at marketing field.

**EDUCATIONAL QUALIFICATION:**

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| **Qualification** | **University/Institute/Board** | **Principal Subject** | **Aggregate**  **%** | **Year of Passing** |
| MBA | Bharathiar University | Marketing Management | Result Awaited | 2013-15 |
| PGPBM | International Institute of Business studies,  NOIDA | Banking and Insurance | Result Awaited | 2013-14 |
| BCA | Vidyasagar University | Computer | 58.69 | 2010-13 |
| 12th | WBCHSE | Arts | 66 | 2010 |
| 10th | WBBSE | All Subject | 60.58 | 2008 |

**TECHNICAL SKILLS:**

* **Language :** C, C++, JAVA, .NET, PHP,
* **Operating System :** Windows 98/XP/07/08
* **Packages :** MS Office

**PERSONAL SKILLS:**

* Business development
* Negotiation
* Promotion
* Branding
* Advertising
* SWOT Analysis
* People management skill.

**WORK EXPERIENCE:**

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| **Company:** | QUBE By Habitech |
| **Duration:** | 7 month |
| **Designation:** | Sales & Marketing Executive |
| **Responsibilities:** | * Developing marketing campaigns to promote a product, service. * Maximizing a hotel's revenues by developing programs to increase occupancy and make profitable use of its accommodation, meeting and leisure facilities * Gain a deep understanding of the needs and attitudes of a hotel’s customers. |

**INTERNSHIP:**

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| **Company:** | National Health Service Project |
| **Duration:** | 6 month |
| **Designation:** | MT |
| **Project:** | New Prospects and SWOT analysis |

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| **Company:** | Future Value Retail |
| **Duration:** | 2 months |
| **Designation:** | MT |
| **Project:** | Organized retail - BTL activity of marketing communication. |

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| **Company:** | WeChat |
| **Duration:** | 1 month |
| **Designation:** | MT |
| **Project:** | Branding and Promotion of the Product |

**PROJECT:**

**Project Name** : - ORGANISED RETAIL, **BTL** ACTIVITIES OF MARKETING

COMMUNICATION

**Duration** : - 2014

**Role description** : - Team Leader

**Project details** : - Coordinating the store for BTL activities. Collecting various offer category &

Support the employees for promote those Products. Doing the official work for

ATL & BTL

**Project Name** : - CORE BANKING SYSTEM

**Duration** : - 2013

**Skill used** : - php

**Role description** : - Team Leader

**Project details** : - Building a smarter planet core banking transformation,

Architecture, Platform, Applications traditional operating system

**ACHIEVEMENTS:**

* Diploma in Painting from Board of RabindraBharati University JR. DPL.VCL&INST.)
* NCC (Unit of 25 Bengal Bn NCC, Kharagpur and WB & Sikkim under the authority of Minister of Defense, Government of India)
* Won the 2nd position in Inter College Management games in Jaipuria Institute of Management, Noida.

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| MEMBERSHIP: |

* Volunteer of Develop India Foundation
* Cultural team member of IIBS management fest.

**PERSONAL PROFILE:**

* Date of Birth **:** 2nd May 1992
* Father’s Name **:**  Mr. Ranjit Kumar Dey
* Permanent Address **:** Sarishagerya, Bakhrabad, PaschimMidnapur (WB),

721424

* Gender **:**  Male
* Nationality **:**  Indian
* Marital Status **:** Unmarried
* Languages known

Can Write **:**  English, Bengali,

Can Speak **:** English, Hindi, Bengali, Odia

I hereby declare that all the information mentioned above is true to the best of my knowledge.

Place: Noida

Date: (Ananda Dey)