

# BAIDIK CHAKRABORTY

## ABOUT ME

"The Bass links the harmony and rhythm" –  
Victor Wooten  
I am a Bass Player, a team player.  
Looking to learn more and interact with  
people as life takes its turns. If life was a  
company, I'd be best described as  
an Intern.

## SPECIALIZATIONS

Creative Writing  
Communication  
Research  
Public Relations  
Team Management

## INTERESTS

Music  
Writing  
Sketching  
Football  
Learning Japanese  
Anime and Manga  
Movies  
Reading

## GET IN TOUCH!

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**CHECK OUT MY WORK HERE**  
<https://chakrabortybaidik.wixsite.com/baidik>

## ACADEMIC BACKGROUND

**XAVIER INSTITUTE OF COMMUNICATION, MUMBAI**

Post Graduate Diploma in Advertising and Marketing | 2020 – 2021

**ST. XAVIER'S COLLEGE, KOLKATA**

Post Graduate Diploma in Mass Communication and Public Relations | 2019 – 2020

**BHAWANIPORE EDUCATION SOCIETY COLLEGE, CALCUTTA  
UNIVERSITY**

Bachelor of Commerce (B.Com) (Hons') Accountancy and Finance | 2016 – 2019

**ST. LAWRENCE HIGH SCHOOL (WBCHSE)**

XII (Higher Secondary) Commerce | 2016

**ST. LAWRENCE HIGH SCHOOL (WBBSE)**

X (Secondary) | 2014

## WORK EXPERIENCES

### NETWORK ADVERTISING

**Account Executive - Client Servicing | June 2021 - Present**

- Managing Brands such as Essilor India - Global and Henko.
- Developing B2B and B2C communication for mainline and digital channels

### STORYSURF

**Storytelling | Oct 2020 - Oct 2021**

- Written more than 40 short stories varying from 6 to 300 words
- Topics varied from politics, romance and societal scenarios

### COMMUNIS PUBLIC RELATIONS PVT LTD. (KOLKATA)

**Public Relations and Reputation Management | Aug 2019 – Dec 2019**

- I was a PR Intern learning the basics of the industry.
- Tasks like Managing the media, Managing Events, Writing Press Release, Social Media Content and Auditing were a part of this Internships.

### SOCIETY FOR INDIAN CHILDREN'S WELFARE (KOLKATA)

**Social work | Oct 2018 - Jan 2019**

I was involved in making case histories, progress reports, interviewing children and conducting meetings.

### JIYO BANGLA (KOLKATA)

**Freelance Journalism | Jan 2018 - Apr 2018**

I was a content writer and a freelance journalist for the media house. I co-wrote my articles with a fellow colleague.