

SAYAK GANGULY

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CAREER OBJECTIVE:

To enhance my skills, utilize my experience to the best of my efforts and effectively contribute towards the goal of the organization.

ACADEMIC QUALIFICATIONS:

YEAR	EXAMINATION	INSTITUTION	MARKS OBTAINED
2017	B. Tech (Electronics and Communication Engineering)	Heritage Institute of Technology, West Bengal	8.09 (DGPA)
2013	Class XII (ISC)	Hill Top School, Jharkhand	75.8%
2011	Class X (ICSE)	Hill Top School, Jharkhand	80.57%

TECHNICAL EXPOSURE:

- **CRM:** Microsoft Dynamics 365, Salesforce, LeadSquared, Zoho
- **Cloud:** AWS (basics)
- **Marketing Software:** HubSpot Sales
- **Analytics Tool:** Data Studio, Tableau(basics)
- **Build Platform:** Tortoise SVN, ApacheMaven
- **Testing Tool:** Postman Rest API, SOAPUI
- **Office Tools:** MS-Office (Word, PowerPoint, Advanced Excel)
- **Programming languages:** Java, C (basics)
- **Web:** Basic HTML, CSS, Bootstrap
- **Database Systems:** MySQL
- **Development Tools:** Eclipse, MATLAB
- **Electronics:** Embedded Systems and VLSI, Digital Electronics

PROJECTS:

- **OmniStore - Retail POS:** Part of the Internal Product based project in Tata Consultancy Services Ltd.(Aug 2017 to present).
- **Vehicle Locking System Using Face Detection and Face Recognition:** Built a vehicle locking system using Gesture Control and Machine Learning (Local Binary Pattern Histogram and Template Matching Algorithm).
- **Banking Security Systems:** An Embedded Systems implementation for validating, monitoring and controlling the Bank lockers from unauthorized access.
- **Design of Field Programmable Gate Array:** Designed VLSI circuits using Xilinx Spartan3E.

WORK EXPERIENCE:

Uber Technologies Inc. (October 2019 – May 2020)

Media Sales Specialist (Uber) (March 2020 - May 2020)

- Building the market and pipeline of clients from scratch for transit media advertising.
- Ensuring steady Ancillary Revenue flow for Driver Partners sustained through constant demand creation.
- Generating and managing B2B leads to partnerships with Brands and Agencies through online-offline platforms and methodologies.
- Managing multiple campaigns with advertising agencies and brand accounts across Bangalore.
- Providing solutions to brands on innovative outdoor and in-car advertising through transit media.
- Working in tandem with the Uber Marketing, Operations, and Community Operations team to ensure the successful execution of campaigns.

Enterprise Account Manager (Uber Eats) (October 2019 – February 2020)

- Grow the portfolio of accounts based on revenue and spend targets.
- Have a deep engagement with every account to enable strategic growth opportunities.
- Manage day-to-day communication with a portfolio of UberEATS restaurants and respond to inbound restaurant support issues and inquiries professionally and compassionately.
- Assist in ongoing technical setup and account changes, while ensuring tools and resources are best utilized and well understood by our restaurant partners.
- Provide ongoing education to restaurants on the UberEATS product and features.
- Execute on the distribution of scaled and personal email communications to restaurants.
- Analyze and report trends from restaurant feedback, to contribute to process and service improvements.

Nalashaa Solutions (January 2019 – October 2019)

Business Development Executive

- Accountable for lead generation across multiple industries verticals.
- This role required me to have a broader range of skills including Business & Relationship Management and drive revenue with key-strategic relationships with C-Level executives.
- Leading the Nalashaa engagement with partners and customers. Focused on solving customer challenges through technology, scalability and innovation.
- Performing as an opener next to C-Level Executives in meetings to qualify potential opportunities in professional services leveraging quantitative and qualitative research.

Frshr.in (Jul 2019- August 2019)

Business Development Executive (Internship)

- Calling fresh graduates and explaining about Frshr's e-learning courses.
- Converting prospects to customers by selling Frshr's e-learning courses.

MiStay (December 2018 - January 2019)

Business Development Executive (Internship)

- Identifying new sales leads - researching potential new markets and finding hotels for MiStay to partner with.
- Pitching our services - contacting clients via phone and email to set up rapport and explain our partnership program with constant follow ups for a smooth association.

Tata Consultancy Services Ltd. (August 2017 – October 2018)

Assistant System Engineer

- Worked in the retail POS domain for our clients Kingfisher UK, Modell's sporting goods (USA) and Castorama (France).
- Performing Software Builds and Release Management using Apache Maven/Jenkins.
- Leading the Sanity testing team in the Bangalore office with complete functional knowledge and testing all functional scenarios and defects in development using Postman Rest API and Soap UI.
- Designing a framework for the online retail store for the clients using Html/CSS/Bootstrap/Angular Js.

ACHIEVEMENTS:

- Participated in the Annual Resonance Music Festival at Heritage Institute of Technology Kolkata on April 2017.
- Won Third position in Integration event at Indian Statistical Institute on March 2017.
- Participated in Electronic circuit, Fabrication and Testing workshop at Heritage Institute of Technology on April 2016.
- Participated (Band Competition) in Cultural Fest of Footwear Design and Development Institute, Kolkata on April 2016.
- Participated (Unplugged) in Xavotsav at St. Xavier's College, Kolkata in January 2016.
- Participated in "LHC and Engineering" workshop at Heritage Institute of Technology, Kolkata on August 2014.
- Ranked 226 in BLITZKRIEG (Online Aptitude Event Test) at Exorsa on October 2013.
- Awarded Second Place (Eastern and Western Solo Singing) in the Annual Music Festival at Hill Top School on July 2011.

POSITIONS OF RESPONSIBILITY:

- Manage and analyze the portfolio of accounts based on revenue and spend targets on an Enterprise PAN India level.
- Lead the Nalashaa engagement with partners and customers. Focused on solving customer challenges through technology, scalability and innovation.
- Lead the Sanity Testing team and Build and Release Management team in the Bangalore office with complete functional knowledge to perform end to end Business scenario tests
- Event Organizer at ECLECIA, Cultural Fest of Heritage Institute of Technology Kolkata (2015-2016).
- Core Team Member at Resonance, Music Club of Heritage Institute of Technology Kolkata (2014-2017).
- Volunteering Committee Member for Collection Drive at Bhumi India (Non-Profit Organization).

EXTRACURRICULAR INTERESTS:

- **Blog Writing:** Active aspiring blogger at www.tumblr.com/blog/sayaktherockstar
- **Singing:** Achieved distinction in 5 years course of classical singing, won competitions and delivered performances at various fronts.
- **Playing Guitar/Keyboards:** Professional guitar and keyboard player.
- **Music Production:** Creating and producing music using Garageband/Audacity.

DECLARATION:

I hereby declare that all the above-mentioned information is correct to the best of my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Place: Bangalore

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