**Summer Internship Project Duration: 2 Months**

*TaeguTec, Summer Intern April 2019-May 2019*

* Project was “Market Research and Feedback Data Analysis of TaeguTec’s Customers and Sales Distribution Channels”
* Conducted Research among 125 customers and analyze feedbacks to evaluate the efficiency of the business and the clients satisfaction
* Proposed efficient interventions for improving its market share and brand loyalty based on my study to gain more 15% new customers
* Gained insight of the production industry and suggested to remodel the company’s training program to increase its effectiveness

**Professional Experience Total Experience: 02 years 00 Months**

*Hettich India Pvt Ltd, Asst-Area Sales Manager July 2015 – June 2017*

* Responsible for coordinating with the existing business partners of the company and generating primary & secondary business
* Consistently achieved 90% and above assigned period, annual volume and category targets by taking initiatives like maintaining healthy relationship with different stakeholders as well as customers and was **able to tie up with 2 government projects in my territory**
* Enhanced base sales by maximizing distribution and **growing shelf share by more than 30% in each store by effective Marketing**
* Trained approx **50 new carpenters and contractors** about the new technical product knowledge over a period of 10 months
* **Increased the sales of the company in my territory by 65% within 10 months and was able to acquire 7 new collaborators**
* Responsible for customer service, identifying and analyzing marketing trends, monitoring competitor activities and responding to customer needs.

**Academic Achievements**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Degree** | **Board / University** | **Percentage** |
| 2018-2020 | PGDM | Goa Institute of Management | 62.5 |
| 2015 | B. Tech ( Mechanical) | West Bengal University of Technology | 80.9 |
| 2011 | HSC | CBSE | 76.4 |
| 2009 | SSC | CBSE | 92.6 |

* **Business Analytics for Marketing Decision Making** by University of Colorado *(2020)*
* **Marketing Strategy and Digital Advertising Landscape** certification by Coursera *(2020)*
* **Google Analytics Certification** & Sales Craft System Certification *(2019)*
* **Power BI** certificate course by Yoda learning.com *(2019)*
* **Advance Ms-Excel and Ms-Power point** certificate course by Yoda learning.com *(2018)*
* Certificate of **Merit in School Citizenship** for exceptional behavior and attitude among peers and teachers *(2008)*

**Select Academic Work**

|  |  |
| --- | --- |
| **Projects**  | * **Brand and Product Management** project by IE Business School (2020)
* Worked on a Market Research project to study the patronage of literate consumers on unorganized retailing *(2019)*
* As part of GIM's Give Goa Initiative, worked on a project directed at making Keshav Sewa Sadhana- a school

of special kids self-sustainable by assisting them sell their indigenous products produced by their students *(2018)** Assisted Brand Manager of a biscuit firm- GERY through a live project to launch a new product segment in Goa *(2018)*
* Secured 2nd position out of 63 teams in the case study competition - **‘BLUEPRINT 2018’ by** **Philips Signify** *(2018)*
* Summer training at SAIL-BOKARO to gain insight of the manufacturing industry and its various *(2014)*

 techniques used in production, forecasting and inventory management |
| **Papers & Seminars** | * Selected to represent my undergrad college at the **Project Management National Conference India** (secured top 3 out of 1400 students) which involved eminent successful project leaders among diversified social and technical field
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**Positions of Responsibility**

* Core Committee Member of International AGORA Speakers club of GIM *(2018-2020)*
* Worked in NGO–PRATHAM, provided technical training to 80 students to enhance their employable and communication skills *(2017)*

Organized total of 25 carpenter and contractor meets to enhance their product technical knowledge and brand loyalty (2017)

* Coordinated workshop for 1200 students during graduation conducted by ROBOTRYST- in association with IIT-Delhi *(2015)*
* Represented my college at the Indian Foundry Congress(The Institute of Indian Foundry men) organized in Kolkata and won

2nd place among top 20 technical Institutes of West Bengal. *(2013)*

**Extra-curricular Activities**

* Achieved 2nd position in inter college debate competition organized by SPACE India *(2015)*
* Indian Society of Creative Secured 1st position in Calligraphy competition held by The Arts
* Have a keen interest in travelling to different places, photography, cooking and playing cricket