



# ARKAPRAVA DAS

## ABOUT ME

With over six years of total work experience, I am specialized in serving multiple roles such as product marketing, growth marketing, recruitment marketing, and corporate marketing. I am keen to add value to the organization by blending EQ and digital tools.

## EDUCATION

**Bachelor of Arts in Journalism and Mass communication**

Sikkim Manipal University - 2016

## Licenses & certifications

**Hospitality & Management**  
Government of India - 2016

**Information Technology Application**  
Government of West Bengal - 2010

## CONTACT



+91 8777865217



dasarkaprava20@gmail.com



[www.linkedin.com/in/arkaprava-das-072719188/](https://www.linkedin.com/in/arkaprava-das-072719188/)

## WORK EXPERIENCE

**Thapos- Sportsplus / Aug 2022 - Present**  
Hydrabad, India

### Marketing Lead

- Market Research
- Develop Messaging & market positioning
- Leading end-to-end marketing operations

**Kochartech / Jul 2019 - Jul 2022**  
Gurgaon, India

### Marketing Lead

- Generating MQLs by leveraging digital marketing best practices.
- Managing end-to-end corporate communications, digital hiring & employer branding.
- Driving Social Media Marketing.

**Freelancer / Mar 2016 - Jun 2019**  
Kolkata, India

### Media Analyst

- Farming promotional policy & managing media coordination
- Writing news articles for the publication

## SKILLS

**Content Marketing**

**PPC**

**SEO**

# ARKAPRAVA DAS

I am writing a letter of interest concerning the position in your company. Your company is known for its innovation, professionalism, and results-driven marketing strategy, which is why I am certain I would make a valuable addition to your team. I would be interested in learning more about the company and available opportunities, so I have enclosed my resume for your consideration.

I am confident that my experience in this field will be an asset to your company. As you will see on my resume, I have a proven record of managing diverse roles with my specialized skill sets, allowing me to make major contributions to your company.

My current CTC is INR 7.2 Lakh per annum and my notice period is one month. Besides, I am flexible about relocating anywhere in India.

I look forward to speaking with you to discuss how my experience and abilities match your needs.

Best,

ARKAPRAVA DAS  
Hyderabad, India