

## SUMMARY

An organized individual with 1+ years of experience as an Academic Associate in marketing. A food blogger by passion and a marketer at heart who has worked with reputed organizations for sales and marketing roles and now wants to willingly learn and gain hands on experience in marketing and communications at your valued organization.

## TECHNICAL SKILLS

MS Word ●●●●● MS Excel ●●●●●

MS Powerpoint ●●●●● SPSS ●●●●●

## PERSONAL SKILLS

Interpersonal skills ●●●●● Teamwork ●●●●●

Public Speaking ●●●●● Leadership ●●●●●

## EXPERIENCE

### Academic Associate (Marketing)

**Institute of Rural Management Anand (IRMA)** Jan 2021 - Present

- Coordinating training & mentoring sessions for students
- Preparing & maintaining teaching material for postgraduate students
- Mentoring 250+ postgraduate students in playing marketing simulations
- Answering student inquiries through email/ calls and acting as an advisor to resolve problems related to curriculum and course prerequisites
- Motivating diverse students while demonstrating strong leadership skills
- Assisting the faculty in evaluating internal assesment of students and other academic assignments
- Coordinating internal communications during conferences and events.

### Marketing Intern

**Amul (GCMMF)** May 2021 - Jun 2022

- Worked with the E-commerce team in creating A+ content for various brands of Amul
- Created content for new product launches at Amul's shopping portal-shop.amul.in
- Generated marketing stories for 11+ products of Amul for various E-commerce platforms
- Created festive content for a limited combo product offering on the occasion of Rakshabandhan 2021.

### Sales and Marketing Intern

**Britannia Industries Limited.** Jun 2019 - Jul 2019

- Improved PDA function and software review to suggest user-friendliness of the gadget
- Understood retail business, identified their market problems, conducted a survey on retailers' satisfaction, and suggested the areas of improvement at the company's end
- Handled orders using the PDA tool and explained monthly schemes to the retailers
- Established digital connectivity with unverified outlets across regions of South- West Kolkata
- Participated in new product launch of Winkin' Cow milkshake and tapped new markets to enter
- Digitally connected 40- 50 retail outlets and achieved cheese sales target for all given retail outlets
- Carried out merchandising at Key Account outlets.

### Summer Intern

**AmerSil Ketex Pvt. Ltd.** May 2017 - Jun 2017

- Supported the HR Manager with recruitment reports, administration of new hires, terminations, compensation, and benefit programs
- Assisted in administrative functions- records management services and data processing
- Carried out miscellaneous job-related duties as assigned.

## PROJECTS

### Create an A/B web page marketing test with Google Optimize

Jan 2022 - Jan 2022

- Set up Google Optimize and Google Analytics with the help of extension
- Designed a sample website using Google site
- Created page variant for A/B testing
- Personalized weight options, goals, traffic allocation, activation events, and audience to target.

### New Service Development

Sep 2017 - Feb 2018

- Identified a new service company for creating customized organic interior and exterior landscape designing and consultation of service
- Created a marketing plan and investment plan for the business
- Ideated and created media plan, designed TVC, jingle, and OOH advertisements for the business and tailored them as per the business's specific needs and goals.

## EDUCATION

### MBA (Marketing and Analytics)

KIIT School of Management Aug 2018 - May 2020

### BBA (Marketing)

KIIT School of Management Jul 2015 - May 2018

## CERTIFICATION

### The Fundamentals of Digital Marketing

Google 2020-10-01

### Introduction to personal branding

University of Virginia 2020-11-14

### Content Marketing: Social Media

LinkedIn 2021-07-20

## ACHIEVEMENTS

- Created festive content for Amul Chocolates + Rakhi combo and my work got published under the product description at Amazon India- <https://www.amazon.in//hi/dp/B09CN279VF>
- Received the 'Letter of Appreciation' on being a student panelist in the National Webinar titled 'The New Normal Life in the virtual world: Issues, Challenges and Way forward' organized jointly by KIIT and ORSI Bhubaneswar Chapter and my work has been published in the 'Book of Abstract' available at- [https://www.researchgate.net/publication/342420503\\_Webinar\\_'Book\\_of\\_Abstracts'](https://www.researchgate.net/publication/342420503_Webinar_'Book_of_Abstracts')

## LANGUAGES

English



Bengali



Hindi



Odia



## AWARDS

### Winner of a brand repositioning event-Ad Sutra

KIIT School of Management. 2019-09-07

### Winner of an advertising event- 360 Degree

KIIT School of Management. 2019-09-22