

AKASH JAISWAL



DETAILS



Male, 23 years



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Kolkata, West Bengal



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TECHNICAL SKILLS

MS Excel, MS Powerpoint, MS Word, Tableau, Python and SPSS

CERTIFICATIONS

Google Digital Unlocked -
Completed the course on 'The Online Marketing Fundamentals'

BRAND AND PRODUCT MANAGEMENT -
Completed the course on Brand and Product Management by IE Business School

EXTRA-CURRICULAR ACTIVITIES

- Volunteered as a **Campus Ambassador** for the 'New India Conclave' organized by **Y4D Foundation** from May, 18 to June, 18
- Volunteered at St. Joseph Old Age Home
- Former **Member of Xaverian Theatrical Society** at St. Xavier's College, Kolkata (Autonomous)
- Stood **first in Cambio2.0, '19** (Consulting quiz) organized by IIT - Roorkee

EDUCATION



2019	PGDM Marketing, Business Analytics	7.85 (82.80%)	Institute of Management Technology, Nagpur
2017	B.Com (Marketing)	73.05%	St. Xavier's College, Kolkata (Autonomous)
2014	Class XII WBCHSE	79.85%	Shree Jain Vidyalaya, Kolkata
2012	Class X WBBSE	68.75%	Shree Jain Vidyalaya

WORK EXPERIENCE



Territory Manager, IDFC FIRST Bank Ltd.

May, 19 - Present

- Managing various channels and a team reporting to me
- Building and maintaining relationships with the Channel partners such as Referral sources, Real Estate Developers, agencies and CA professionals
- Developing business by recruiting new channel partners and processing bills of Channel partners on time
- Servicing the new customers and retaining the existing customers by providing after-sales-service to achieve the best customer satisfaction
- Training all the channel partners on existing and new products and policies to keep them updated with the system

INTERNSHIPS & ACADEMIC PROJECTS



Report on creating a Branding Strategy for Paytm

- Gap analysis by conducting a market research and suggesting strategic changes in Paytm's branding strategies

Market Research Trainee, Verace Market Research

Apr, '18 - May, '18

- Executed field research, focus groups discussions, mystery shopping and exit interviews for clients like TVS, Medlife Pharmacy, Swensen's, Starcom, Greaves Cotton and Sobha Limited
- Analyzed and interpreted learnings from primary and secondary research sources, and drew actionable and executable recommendations

Documentation Intern, ApproApp

Jun, '18 - Aug, '18

- Developed content for the documentation of the app
- Blog writing

Marketing & Business Development, The Souled Store

Oct, '17 - Dec '17

- Promoted the organization on different social media platforms
- Conducted market research and analyzed the findings to provide recommendations
- Sold company's products and attained the target assigned

Customer Relationship Intern, ITDH Tourism

Dec, '16 - Jan, '17

- Handled Social Media accounts, sold tour packages
- Client servicing

Business Development Intern,

Kotak Mahindra Old Mutual Life Insurance Limited

Jun, '16 - Aug, '16

- Analysis of the Company's products in comparison to its competitors
- Mapping of prospective clients and selling insurance products to them