

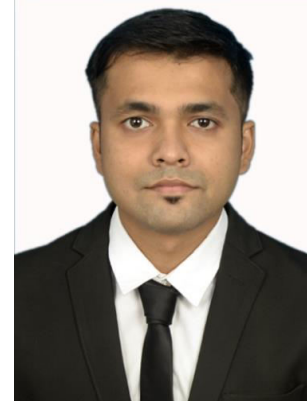
Shibayan Nandy

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Career Objective :

Seeking a position in the field of sales and marketing to secure my career opportunity by utilizing my knowledge, training and skills, while making a significant contribution to the success of the company.

Professional Degree :

Year	Qualification	Institute	University	YGPA / Percentage
2019-2021	MBA Major : Marketing (Pursing)	Heritage Business School	MAKAUT (West Bengal)	8.75 Up to Sem-2

Academic Credentials :

Years	Qualification	Institute	University	YGPA / Percentage
2017	B.Tech (Electrical Engineering)	Dr. Sudhir Chandra Sur Degree Engineering College	MAKAUT (West Bengal)	7.57 / 68.20
2013	Higher Secondary	Mitra Institution	WBCHSE	56.80
2011	Secondary	Mitra Institution	WBBSE	77.25

Internship Program :

Company Name	ITC Limited
Prjoect Title	Understand the growing prominence of cigarettes as a business in Grocery outlets, Modern format Outlets and Key residential areas.
Role	Sales & Marketing Intern
Duration	27 th June 2020 – 31 st August, 2020
Assigned Wd	Supra Network INC (Ray Bahadur Road, New Alipore)
Roles and Responsibilities	<ul style="list-style-type: none">• To identify the presence and demand for the cigarettes in Grocery shops, Modern format outlets and key residential areas.• Analyzing the existing competition and improving on supply services to deal with the other competitors.• To expand the reach of product among the prospect retailers, mainly Grocery and Modern format outlets in the assigned territory.

Live Projects under ITC Limited :

Role	General trade Trainee
Duration	28 th september 2019 – 03 rd October 2019
Assigned Wd	Supra Network INC (Ray Bahadur Road, New Alipore)
Roles and Responsibilities	<ul style="list-style-type: none">• To promote sale of PCP and Food category.• Coordinated with merchandisers thereby maintaining AVF.• Competition analysis between Bingo and Too Yumm

Role	Modern trade Trainee
Duration	18 th January 2020 – 26 th January 2020
Assigned Mall	Spencer's, Quest Mall
Roles and Responsibilities	<ul style="list-style-type: none">• Analysis of 2 focus brand with USP: Yippee and Sunfeast during Big Day Sale.• Engaging customer awareness about the target brand and the running offers.• To maintain availability, visibility & freshness of ITC products.

Certificates :

- Certificate for working with Microsoft Office (Basic).
- Certificate for Sales and Distribution.
- Certificates for Social Media Marketing.
- Certificates for Online Marketing Fundamental.
- Certificates for Advance course in Entrepreneurship.
- Certificates for Fundamental of Digital Marketing.

Personal Project :

- FOOD 'ই' (Online Catering Services App).

Presented our Startup project in Wadhvani Foundation in association with E-Cell, HBS.

Extra Curricular Activity :

- Student member of the Entrepreneurship Cell, HBS.
- Student member of the Industry Institute Interface Committee, HBS.
- Member of Social Welfare Organization.

Inter Personal Skill :

- Ability to rapidly build relationship
- Confident and determined

Personal Details :

- Father's Name : Shyamal Nandy
- Date of birth : 09th June 1995
- Marital Status : Single
- Interests : Cricket and Football
- Language Known : English, Bengali & Hindi

Declaratons :

I do hereby declare that above information is true to the best of my knowledge.

Place : Kolkata

Signature : Shibayan Nandy

Date : 05/03/2021