

# Roop Bhattacharyya

MBA, Marketing

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Dedicated professional with history of meeting the Organisational goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.



## Skills

- Business development & CRM
- New business generation
- Customer portfolio management
- Financial analysis & evaluation
- Risk management
- IT: .NET, SQL SERVER, C#



## Work History

### Apr 2022 - **Relationship Manager**

Current

*ICICI Bank, Kolkata, West Bengal*

- Ensure stability of income from existing set of clients and explore avenues for new income generation from existing as well as new clients
- Add value to the client and stay ahead of the competition by structuring and implementing innovative deals in working capital, term loan and project finance
- Add value to the client and stay ahead of the competition by structuring and implementing innovative deals
- Create proposals for clients with 25 Cr to 250 Cr portfolio size

### Apr 2021 - **Marketing Intern**

May 2021

*Reliance Industries Limited, Hyderabad, Telangana*

## PET Packaging usage in Dairy Segment in India

- Developed an alternative solution for the packaging of milk and dairy Products to enhance its shelf life and improve packaging quality by being cost-effective and environment friendly.
- Secondary market research to understand consumer buying behaviours of dairy products, frequency of their purchase, packaging preferences and willingness to pay higher prices for better packaging.
- Secondary marketing research to understand the perspective of Milk Producers in terms of packaging preferred, their understanding of consumers, Willingness to incur higher cost of manufacturing

Jun 2019 -  
Jul 2020

## Project Engineer

*Wipro Limited, Kolkata, West Bengal*

- Developed skills on .NET and C#
- Worked on an assigned downstream project as a L1 resource to provide IT support to client
- Allocated sales data through an application developed by Wipro and worked on SQL Server platform
- Generated Reports from the sales data and sent them to the stakeholders for the data to be viewed and for analysis.
- Analysed erroneous data and categorized it (procedural or data errors), once categorised then rectified the errors if any



## Education

Jun 2012 - **Class X**  
Jun 2013 *Bharatiya Vidya Bhavan - Kolkata*  
91.20%

Jun 2014 - **Class XII, Science**  
Jun 2015 *Bharatiya Vidya Bhavan - Kolkata*  
83.50%

Jun 2015 - **B.Tech: Electronics And Communications Engineering**  
Jun 2019 *Institute of Engineering And Management – Kolkata, CGPA - 7.9/10*

Jul 2020 - **MBA: Marketing**  
Apr 2022 *Symbiosis Institute of Business Management - Pune*  
CGPA -6.07/10



## Certifications

Feb 2023 Excel Basics for Data analysis , IBM Coursera

Feb 2020 Microsoft Excel: Beginner to Advanced, Udemy

Jun 2020 Digital Marketing, Google



## Projects Undertaken

### Home Automation using GPRS Module(IOT)

- Proposed and ideated the use of GPRS for Home Automation to control electronic appliances wirelessly
- Developed a system to transmit wireless command through GPRS module
- Programmed the microcontroller LPC2148 to take actions upon receiving command from the GPRS
- Received information about electricity consumption by loads to the server by using the GPRS module
- Monitored the system to make it work effectively and submitted the detailed plan of implementation of the GPRS in daily life

### Wireless Assistance for Paralytic Patients

- Engineered and designed a system prototype to help Paralytic Patients to communicate with the available care-taker wirelessly
- Studied the functioning of a Three-axis Accelerometer in order to implement it in the project
- Managed a team of four and orchestrated the whole process of development of the project from planning to execution
- Created the system so that the patient can send messages by just tilting the accelerometer with the movable part of the body