



Diganta Dey

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

To secure a position in a forward-thinking company where I can utilize my proven skills in digital marketing to drive innovative strategies & deliver exceptional results with a strong foundation in SEO, social media marketing, content creation & data analysis by leveraging my 5 years of work ex, in which 3.5 years in digital marketing domain.

PROFESSIONAL EXPERIENCE(S)

Organization: Accenture, Hyderabad

Designation & Duration: Trust & Safety Associate (42 Months)

Summary: Digital ad & content moderation in trust & safety domain to maintain the quality metrics of the client's platform with high accuracy above 94% & gave process ideas which reduced 12% of the process cost for the company.

Organization: Future Focus Infotech, Kolkata

Designation & Duration: Patient Care Coordinator Executive (17 Months)

Summary: Data collection from patient & their relatives to analyse & implement for making a successful telemedicine process in Tata Medical Centre, Kolkata which reduced the unnecessary queues above 80% in the crucial time.

INDUSTRY PROJECT

Organization: Unschool (Remote)

Designation & Duration: Social Media Marketing Intern (2 Months)

Summary: Converting leads into sales, planning & execution of cross media promotion of the brand. Enhanced online & offline visibility by 26% with a sales conversion boosted by 5% than previous.

ACADEMIC PROJECT

Organization: Jigsaw Brand Consultant

Topic: Request for Problem (RFP) project for the premium client of Jigsaw

Objective: Building 'Brand Affinity' for the top real estate brand "Rustomjee" among prospective buyers & drive advocacy from the existing customer community. (Ongoing)

Topic: Research Incubation Project in D2C Beauty & Personal Care Sector

Objective: How might we change the perception of the D2C company 'MyGlamm' from being seen as a low-quality discount brand?

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor |
Jagdish Sheth School of Management, Bengaluru | **Class of 2024 | CGPA of 8.0**
Bachelor of Arts | West Bengal State University, Kolkata | **2015 | 52.5%**

PAST EDUCATION

Higher Secondary with Arts | TNNM High School, Tufanganj | **2012 | 74.6%**
Secondary School | TNNM High School, Tufanganj | **2010 | 73.6%**

ACCOMPLISHMENTS & ACTIVITIES

- **Awarded 3rd rank** in national final of 'Best Manager' event in BIMTECH Noida (2022)
- **Secured Semi-final** in national level marketing case study competition in GIM Goa (2022)
- **Impact MBA Scholar 2022** by Global Governance Initiative (Global Consulting Think Thank)

THOMAS PROFILE COMPETENCIES

Analytical Thinking
Interpersonal Skill
Handling Criticism & Conflict

TECHNICAL SKILLS & CERTIFICATIONS

Power Bi – Intermediate
Tableau – Intermediate
MS Excel - Intermediate
SPSS – Intermediate
Python – Beginner
SQL - Beginner
Inbound Certification from HubSpot
Digital Marketing & Google Analytics
from Google
NISM V-A Mutual Fund Distribution
from NISM

INTERESTS & HOBBIES

Filmmaking
Listening Stories

REACH ME AT

MOBILE NUMBER

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Linkedin Profile

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Domicile

Coochbehar, West Bengal

LANGUAGE

English, Bengali, Hindi

(Reading, writing, speaking, and listening)