



## Aritra Ghosh

*PGDM in Marketing with Analytics Minor - Equipping for Sales and service*

### CAREER OBJECTIVE

Seeking a challenging role in an organization where I can drive growth and profit by developing and executing comprehensive sales and distribution plans, innovative customer retention strategies and leveraging data driven insights.

### INDUSTRY PROJECT(S)

**Organization:** Innovators and You

**Designation & Duration:** Business Development Intern (1 Month)

**Summary:** Lead Management, Rapport building, Converting Leads to prospects, Cold Calling.

**Organization:** Teamoure Natural Beverages

**Designation & Duration:** B2B selling and Market Research

**Summary:** Comprehensive market research and competitor Analysis, generating leads, nurturing customer relationship

### ACADEMIC PROJECT(S)

**Organization:** Lenovo

**Topic:** Request for problem (RFP)

**Objective:** Work and to develop a model using SPSS that tracks the purchase motivators behind buying a Lenovo laptop. *(Project in Process)*

**Topic:** Research Incubation (RI) in electronics Industry

**Objective:** Analyse the overall electronics industry and conducted primary and secondary study on the sector and its challenges. *(Project in Process)*

**Organization:** Sodexo

**Topic:** Supply Chain Management & Inventory Management

**Outcome:** Solved the problem of Inventory Management, Operation Optimisation and Supply Chain Management of Sodexo

**Organization:** Ridgetop Dental International Hospital

**Topic:** Sales Incentive Management

**Outcome:** Solved the problem of Data Interpretation and Payroll Management of Ridgetop Dental International Hospital

### PROFESSIONAL QUALIFICATIONS

**Post Graduate Diploma in in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA of 8.0**

**Bachelor of Science in Chemistry(H) | University of Calcutta | 2021 | CGPA of 7.2**

### PAST EDUCATION

**Higher Secondary with Science | B.D.M. International, Kolkata | 2018 | 71%**

**Secondary School | B.D.M. International, Kolkata | 2016 | CGPA of 8.8**

### ACCOMPLISHMENTS & ACTIVITIES

- *Selected as the Cadet Under Officer in National Cadet Corps (NCC), Ministry of Defence, Government of India during my graduation.*
- *Secured 1st position in extempore competition in NCC Inter Unit Tournament (IUT) in 2022.*
- *Secured 1st position in the Intra-Institution Debate competition in 2022.*
- *Head of Admissions Committee at Jagdish Sheth School of Management.*
- *Hosted the annual convocation ceremony in my UG college.*

### THOMAS PROFILE COMPETENCIES

**Communication Style**

**Interpersonal Skills**

**Influencing Skills**

### TECHNICAL SKILLS & CERTIFICATION

**SPSS – Intermediate**

**Tableau- Beginner**

**Account Management from Udemy**

**Sales Analytics from Udemy**

**Salesforce CRM Training for Sales**

**Managers from Udemy**

### INTERESTS & HOBBIES

**Stand-Up Comedy**

**Public Speaking**

**Hosting**

**Traveling**

### REACH ME AT

**Mobile Number:**

+91 6290439456

**Email Id:**

[aritra.ghosh2224@jagsom.edu.in](mailto:aritra.ghosh2224@jagsom.edu.in)

[ghosharitra432000@gmail.com](mailto:ghosharitra432000@gmail.com)

**LinkedIn Profile:**

[https://www.linkedin.com/in/aritra-](https://www.linkedin.com/in/aritra-ghosh-1057621b5/)

[ghosh-1057621b5/](https://www.linkedin.com/in/aritra-ghosh-1057621b5/)

**Domicile**

Kolkata, West Bengal

### LANGUAGES

**English, Hindi , Bengali**

(Reading, Writing, Speaking, and Listening)

**Assamese**

(Writing, Listening)