



Bismay Chandan Patra

PGDM in Marketing with Human Resource Minor - Equipping for Sales & Service

CAREER OBJECTIVE

I am looking for a challenging Sales and Marketing career in a fast-paced organization where I can put my talents and experience to work driving revenue development and providing great customer service.

INDUSTRY PROJECT(S)

Organization: Unschool

Designation & Duration: Business Development Intern, 1 months

Summary: Working alongside the team in the marketing and sales campaigns. Recruiting and working with an operational team in pan India. Working on market research and understanding customer behaviour analysis. Aiding in the daily aspects of promoting the business s campaigns.

Organization: Suidha Foundation

Designation & Duration: Digital Marketing Intern, 1 month

Summary: As a digital marketing intern, my job was to make people aware of this NGO and their offerings by promoting them on Facebook and other social media platforms.

ACADEMIC PROJECT(S)

Organization: Hyundai Motor India

Topic: Request for Problem (RFP) Project for EV market

Objective: How can Hyundai successfully venture into the emerging low-priced (15 Lacs) EV market segment, considering factors such as competitive features, plant profitability, company feasibility, effective product positioning, and optimizing the product mix alongside Hyundai's existing offerings? (Project in progress)

Topic: Research Incubation Project in Automobile Industry

Objective: Challenges faced by EV sellers in India

Topic: Integrated marketing communication project

Outcome: Creating a new product focused on maintenance of footwear and developing the marketing communications for it. The project involved developing the branding communication plan, strategy and creatives across media and touchpoints.

PROFESSIONAL QUALIFICATION(S)

Post Graduate Diploma in Management in Marketing | Human Resource Minor |

Jagdish Sheth School of Management | **Class of 2024 | CGPA of 7.03**

Bachelor of Technology | Raajdhani Engineering College | 2021 | **CGPA: 8.39**

PAST EDUCATION

Higher Secondary with Science | Vinayak College of Science and Commerce | 2017 | **59%**

Secondary School | ST. Xavier's High School | 2015 | **CGPA: 9**

ACCOMPLISHMENTS & ACTIVITIES

- **Secured 3rd rank** in B.Tech batch of 2017-2021 at Raajdhani Engineering College
- **Volunteered** for Kanyathon, a charity event to save girl child and contributed towards corporate sale and sponsorship.
- Received **letter of recommendation** from Suidha foundation

THOMAS PROFILE COMPETENCIES

Planning & Organizing
Analytical Thinking
Relationship Building
Good Communication

TECHNICAL SKILLS & CERTIFICATIONS

Customer Relationship Management from *Great Learning*
Sales Management from *HubSpot*
Inbound Sales from *HubSpot*
Inbound Marketing from *HubSpot*
Content Marketing from *HubSpot*

INTERESTS & HOBBIES

Interacting with people
Travelling

REACH ME AT

MOBILE NUMBER

+91 7205964056

Email Id

bismay.patra2224@jagsom.edu.in

bismaypatra111@gmail.com

Linkedin Profile

<https://www.linkedin.com/in/bismay-patra>

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Domicile

Bhadrak, Odisha

LANGUAGES

English, Hindi & Odia

(Reading, writing, speaking, and listening)