



THOMAS PROFILE COMPETENCIES

Interpersonal skills
Planning & Organization
Resource Optimization

TECHNICAL SKILLS & CERTIFICATIONS

Tableau - intermediate
Content Marketing from *HubSpot*
Advance Google Analytics from *Google*
Fundamentals of digital marketing from *Google*

INTERESTS & HOBBIES

Football
Travelling
Riding Bike

REACH ME AT

MOBILE NUMBER

+91 8697110420

Email Id

Supratik.adhikary2224@jagsom.edu.in

Linkedin Profile

<http://www.linkedin.com/in/supratik-adhikary>

Domicile

West Bengal, Kolkata

LANGUAGE

English, Hindi and Bengali.
(Reading, writing and speaking)

Supratik Adhikary

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Seeking a challenging digital marketing role in an organization where I can leverage my experience in Digital and Content Marketing by applying my knowledge, skills, and ideas to drive impactful results for the company while fostering personal and professional growth.

PROFESSIONAL EXPERIENCE

Organization: Teleperformance Global Services Limited, Gurgaon.
Designation & Duration: Senior Customer Service Associate (11 months).
Summary: My role was to interpret data and to record and enter those data provided by the clients into the system.

INDUSTRY PROJECT

Organization: Youth India Foundation
Designation & Duration: Finance Intern (3months).
Summary: Maintaining records of day to day financial activities of the Organisation for 3 months.

ACADEMIC PROJECT(S)

Topic: White Paper on Handicraft Industry of Rajasthan.
Summary: The project purpose was to help the local artisans of handicraft industry Rajasthan by providing them a common platform for buying and selling of their handicrafts.

Organization: Lenovo
Topic: Tracking the purchase motivators behind buying a Lenovo laptop to increase sales
Summary: Worked and developed a model using SPSS that tracks the purchase motivators behind buying a Lenovo laptop.

Topic: Online vs Offline shopping After COVID.
Summary: The project purpose was to analyse and interpret why people are shifting from offline to online mode of shopping.

PROFESSIONAL QUALIFICATION (S)

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management | Class of 2024 | CGPA:6.4

Bachelor of Business Administration | The Heritage Academy 2021 | CGPA:8.17

PAST EDUCATION

Higher Secondary with Commerce | St. Thomas Church School Howrah | 2018 | 77.4%

Secondary School | St. Thomas Church School Howrah | 2016 | 65.75%

ACCOMPLISHMENTS & ACTIVITIES

- Member of School(2014-2016) and College(2018-2021) football team
- Member of Calcutta choir Sarod Player(2010-2014)
- Secured 2nd position in inter- district quiz competition in school(2014)