



Anish Das

PGDM in Marketing with Analytics Minor - Equipping for Sales and Service

CAREER OBJECTIVE

To leverage my proven expertise in sales strategy development, team leadership, and market analysis as an Area Sales Manager. My goal is to drive revenue growth, foster strong client relationships, and optimize sales processes, ultimately contributing to the organization's market expansion and success.

ACADEMIC PROJECT (S)

Organisation: Terra Luna India (Ranger Apparel)

Topic: Request for problem (RFP) Project to increase offline presence in the market.

Objective: Found problems that the company is not able to target their niche segment and gave solutions to increase sales. *(Project in Process)*

Topic: Research Incubation Project in D2C Industry

Objective: Our group found out problems like meat products are priced higher than market price and the delivery system of Licious is not good enough. We wrote a research paper on the problems identified and provided a solution. *(Project in Process)*

Topic: Design Thinking Project (Kavyee Sales Corporation)

Outcome: I gave them an Excel model that they can use to keep the daily transaction and check the amount of inventory

PROFESSIONAL QUALIFICATION (S)

Post Graduate Diploma in Management in Marketing | Analytics Minor |
 Jagdish Sheth School of Management | **Class of 2024 | CGPA of 6.20**

Bachelor of Commerce | Gangadhar Meher University | 2022 | **CGPA of 7.01**

PAST EDUCATION

Higher Secondary with Commerce | St. Joseph Convent School | 2019 | **76.8%**

Secondary School | St. Joseph's Convent Higher Secondary School | 2017 | **84%**

ACCOMPLISHMENTS & ACTIVITIES

- **Volunteered** for Kanyathon 2023
- District Cricket **Captain** of Under-16 and Under-19 in 2018
- **East Zone University level** cricket in 2019 and 2021
- **Head Boy** of School in 2018
- **ISC Topper** of Sambalpur in 2018
- **Sports Minister** of Gangadhar meher University in 2021
- **Koshal Cup** Champion in Chess in 2013
- **Drop shipping** of Apparel and shoes at Style World
- **Intraday Trading** at Trade Navigate
- Used Car showroom at Car Empire
- Used Mobile showroom at Mobi line

THOMAS PROFILE COMPETENCIES

Drive for Results

Communication Skills

Building and maintaining relations

TECHNICAL SKILLS & CERTIFICATIONS

Ad Search and Ad Display

from Google Skillshop

SPSS – Beginner

Advanced Google Analytics

from Google Analytics Academy

INTERESTS & HOBBIES

Fitness Enthusiast

Travelling

Indian Mythology and history

REACH ME AT

MOBILE NUMBER

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Email Id

anish.das2224@jagsom.edu.in

LinkedIn Profile

<https://www.linkedin.com/in/anish-das-83a0bb244>

Domicile

Sambalpur, Odisha

LANGUAGE

English, Hindi, Odia

(Reading, writing, speaking, and listening)