AMARTYA MAJUMDER

ACADEMIC PROFILE

PGDM - Marketing	8.10 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA	86.00%	Future Institute of Engineering and Management, Kolkata	2022
Class XII (CBSE)	58.00%	LMET International, Berhampore	2019
Class X (CBSE)	83.60%	Holy Garden Model School, Berhampore	2017

AREAS OF STUDY

Marketing Management, Brand Management and Marketing Communication, Business Economics, Consumer Behaviour, Sales Distribution Management, Digital Marketing, Design Thinking, Marketing Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools.

INTERNSHIP(S)   5 months

Global Shala, Globally Recruit, Gurgaon	Senior Academic Evaluator	November 2022 – April 2023

- **Objective:** To lead a diverse team of academic evaluators in accurately assessing student transcripts according to US educational standards, ensuring timely and detailed evaluations while fostering a collaborative and productive work environment.
- **Outcome**: Successfully managed a team of 8 evaluators, achieving high accuracy and meeting all deadlines.
  Optimized evaluation processes, improving efficiency and quality.
  Fostered a collaborative team environment, enhancing productivity.
  Gained valuable leadership and team management experience.

ACADEMIC PROJECT(S)

Online Store Management and Website Development using Shopify (Maneuver)

- **Objective:** Develop and manage an online store, Maneuver, focused on providing high-quality men's grooming kits that blend functionality, style, and personal care.
- **Outcome:** Achieved a CTR of 14% and 40k impressions in one week through effective digital marketing strategies, including Google Ads and keyword research. Enhanced SEO optimization using Google Search Console, demonstrating proficiency in e-commerce management, web development, and market analysis.

Marketing Research (Rebranding Strategy for Uber India: Understanding Young Urban Riders' Preferences)

- **Objective**: Develop a rebranding strategy for Uber India to regain the interest and loyalty of young urban riders (aged 18-25) by understanding their ride-hailing service preferences and addressing their perceptions of Uber.
- **Outcome**: Gained insights into young urban riders' preferences and perceptions to inform Uber India's rebranding efforts, focusing on improving reliability, affordability, user experience, and brand personality.

Marketing Analytics (Analysis of Harley Davidson's brand presence and engagement on social media using social listening tools)

- **Objective:** Compare Harley Davidson's performance with competitors, assess user engagement and sentiment, and provide strategic recommendations for enhancing social media strategy.
- **Outcome:** High engagement with family themes and ironic tones. Recommended focusing on family trends, increasing content frequency, and enhancing community-building

Social Media Marketing (DesiKala: Promoting Sustainability and Cultural Heritage through Handcrafted Artistry)

- **Objective:** To develop and implement a comprehensive social media strategy for DesiKala that highlights the brand's commitment to sustainability and cultural heritage, engages the target audience, and drives brand awareness and sales through effective content creation and paid media campaigns.
- **Outcome:** The campaign produced a **256% increase in reach, with high engagement rates, especially on Instagram.** It achieved **substantial impressions** among the **18-24** and **25-44 age groups,** with geographic distribution including urban and culturally active areas like **Delhi, Mumbai, Bangalore, and Kolkata.**

Proficiency in Business Tools (Streamlining Inventory and Export Management at Sri Lalitha Enterprises: A Data-Driven Approach)

- **Objective:** Develop an app to improve inventory and export transaction management at Sri Lalitha Enterprises Industries.
- **Problem Statement:** The company faces challenges in managing inventory and export transactions due to inadequate database systems and undertrained staff, leading to operational inefficiencies and increased customer churn.
- **Outcome:** Creation of an app that streamlines inventory and export tracking, providing accurate data on product exports, country-specific shipments, and stock levels, thereby enhancing operational efficiency.
- **Functions Used: IF(), IFS(), OFFSET(),MATCH(), VLOOKUP(), FILTER(), UNIQUE(), Data Validation, Conditional Formatting.**

CERTIFICATIONS

Advanced MS Excel	CMC Institute [Kolkata]	2022
Data Visualization in Excel	Macquarie University [Coursera]	2024
Market Research and Consumer Behaviour	IE Business School [Coursera]	2024
Marketing Analytics Professional Certificate	Meta [Coursera]	2024
Qualitative Research	University of California, Davis	2024

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	**Volunteer - AIM-AMA Sheth Foundation Doctoral Consortium Global Marketing Consortium** • Supported workshops and discussions enhancing the learning experience for participants.	**2023**
	Member - External Relations and Placement Committee • Facilitated successful campus placements by effectively liaising with recruiters, leading to an increase in student placements. • Organized student development workshops and leadership training sessions, significantly enhancing student's employability and leadership skills	**2023-2024**
	Chief Operating Officer – Kanyathon • Managed a team of 80, overseeing race time management, vendor coordination, and event streamlining. • Implemented efficient timing systems, facilitated seamless vendor operations, and developed processes to enhance event efficiency and participant experience.	**2023-2024**

SKILLS	Sprout Social, Google Analytics & Ads, Meta Ads, MS-Excel, MS-PowerPoint, MS-Word, PowerBi, Python, SPSS, Shopify, Statista, Canva, Sprinklr, HubSpot, Semrush