

ACADEMIC PROFILE			
PGDM Marketing	8.65 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.COM (Hons.)	72.64%	Tara Devi Harakh Chand Kankaria Jain College, Kolkata	2021
Class XII (CBSE)	76.80%	Kendriya Vidyalaya Cossipore, Kolkata	2018
Class X (CBSE)	72.20%	Kendriya Vidyalaya Cossipore, Kolkata	2015
AREAS OF STUDY			
Marketing Management, Brand Management and Marketing Communication, B2B Marketing, Sales and Distribution Management, Consumer Behavior, Human Capital Management, Marketing Research, Social Media Marketing, Digital Marketing, Marketing Analytics,			
INTERNSHIP(S)			9 Months
Shorter Loop, Remote	Marketing and Community Development Intern		July 2024 - Ongoing
<ul style="list-style-type: none"> Researched market trends, customer needs, and competitors in SaaS product management. Created and executed strategies to grow and engage an online community, boosting brand visibility. Worked with different teams to ensure marketing aligned with product goals, helping drive platform growth and user retention. 			
Shine Projects, Remote	Marketing Intern		Jan 2023 – June 2023
<ul style="list-style-type: none"> Experienced remote administrative support professional Skilled in organizing paperwork, accurate data entry, and effective call handling Maintains data integrity and delivers excellent customer service Proficient in data management, communication, organization, and time management 			
ACADEMIC PROJECT(S)			
Design Thinking			
<ul style="list-style-type: none"> Objective: Conducted an extensive analysis of Village Hyper Market to uncover opportunities for enhancing customer engagement. Outcome: Leveraged design thinking principles, emphasizing empathy and prototyping, to develop a customized mobile app that aligns seamlessly with Village Hyper Market's brand identity. This initiative showcased innovation and addressed real-world challenges within the competitive retail landscape, demonstrating a commitment to meaningful customer-centric solutions. 			
Online Store Management and Website Development using Shopify			
<ul style="list-style-type: none"> Objective: To gain hands-on experience in creating, maintaining, and optimizing an online retail platform as part of the academic curriculum. Outcome: Successfully managed an online store and developed a comprehensive e-commerce website using Shopify. This project provided practical experience in the end-to-end process of e-commerce platform development, from setup to optimization. Website: https://elegance-eco.com/ 			
Brand Management Project: Recipe Kit			
<ul style="list-style-type: none"> Objective: Develop and market a Recipe Kit product that meets customer needs by providing all necessary cooking materials in one box. Outcome: Successfully created and launched a prototype, built a website and social media presence, collaborated with chefs for recipe videos, and designed comprehensive branding materials, including a logo and promotional video. The project culminated in the impactful tagline: "UNLEASH YOUR INNER CHEF WITH EVERY KIT." Website: https://shubhamroyrocks.wixsite.com/recipekit 			
Marketing Analytics (Social Listening Analysis for Mahindra & Mahindra)			
<ul style="list-style-type: none"> Objective: To analyze Mahindra & Mahindra's online presence and reputation, benchmark against competitors, and gather insights on consumer perceptions, brand health, product insights, and overall brand awareness. Outcome: Mahindra & Mahindra achieved strong engagement with 59.89k unique users and positive sentiment (155.26k) outweighing negative (22.42k). Toyota led with 3.25 million mentions and 28.05 million engagements. Recommendations for Mahindra & Mahindra include leveraging positive sentiment, enhancing social media presence, addressing negative feedback, increasing unique user reach, and monitoring competitor strategies. 			
CERTIFICATIONS			
Branding and Customer Experience	IE Business School		2023
The Fundamentals of Digital Marketing	Google		2023
Market Research and Consumer Behavior	IE Business School		2023
Product Management	Great Learning		2023
Brand Management	Great Learning		2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	AIM-AMA Sheth Foundation Doctoral Consortium Global Marketing Consortium		2023-25
	Position: Volunteer <ul style="list-style-type: none"> Supported workshops and discussions enhancing the learning experience for participants. 		
JAGSoM, Bengaluru	Member at External Relations and Placement Committee		2023-24
	<ul style="list-style-type: none"> 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 students employability and leadership skills 		
Shreyas NGO	Shreyas NGO		2023
	Position: Social Immersion Program Participant		
	<ul style="list-style-type: none"> Focused on physical challenged children. 		
SKILLS	Shopify, Excel, MySQL, Power BI, Figma		