

CHIRANTAN DUTTA BANIK

ACADEMIC PROFILE			
PGDM - Marketing	5.5 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA	79.8%	Future Institute of Engineer and Management	2022
Class XII (WBCHSE)	56.40%	Netaji Nagar Vidya Mandir	2019
Class X (WBBSE)	44.85%	Jadavpur High School	2017
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Sales and Distribution Management, Introduction to Digital Business, Design Thinking, Retail Management, Marketing Analytics, Customer Relationship Management (CRM).			
INTERNSHIP(S)			2 Months
Flipkart, West Bengal	Supply Chain Management Intern	September 2021- October 2021	
<ul style="list-style-type: none">Managed material goods and equipment inventories to prevent economic loss, analyzing and optimizing inventory levels to maximize order fulfillment rates and inventory turnover.Reorganized supply processes to enhance operational efficiency, supervising the packaging of goods for delivery and overseeing the receipt of stock and shipments.			
ACADEMIC PROJECT(S)			
Social Media Marketing (Unleash: Promoting Fitness Sector)			
<ul style="list-style-type: none">Objective: The project focuses on developing a social media marketing plan for Unleash Fitness, emphasizing audience analysis, competitor research, and content creation for Instagram and Facebook. Its objective is to boost brand awareness and user engagement by implementing customized strategies and monitoring performance.Outcome: The Facebook ad campaign achieved a reach of 686,592 individuals within a week, with 72% of the audience being men and 28% women. The cost per result was ₹1.51 for men and ₹1.18 for women. High engagement rates were recorded, particularly on Instagram, with significant impressions in the 18-25 and 35-45 age groups. The geographic distribution predominantly covered urban and culturally vibrant regions, including Delhi, Mumbai, Bangalore, and Kolkata.			
Marketing Analytics (Analysis of Bluestone’s brand presence and engagement on social media using social listening tools)			
<ul style="list-style-type: none">Objective: Conduct a comprehensive analysis of Bluestone's social media performance in comparison to competitors, assess audience engagement and sentiment, and provide strategic recommendations to enhance their social media strategy.Outcome: Bluestone dominates the jewelry market with 3,674 mentions, capturing a 61.7% market share and generating 961,518 engagements, significantly outperforming its competitors. Key growth recommendations include influencer partnerships, increased personalization, and the implementation of sustainability initiatives.			
Design Thinking Project: Optimizing Patient Experience at Narayana Health Care			
<ul style="list-style-type: none">Objective: Improve patient satisfaction at Narayana Health Care by streamlining the appointment scheduling process and reducing wait times. This initiative seeks to enhance patient experience, increase online bookings, and introduce virtual consultation options for eligible cases.Outcome: Key Performance Indicators (KPIs) will assess the project's success by monitoring a 20% increase in online bookings, a 15% reduction in average patient wait times, a 10% improvement in overall patient satisfaction, the successful implementation of virtual appointments for eligible cases, and the training of at least 80% of staff on the new procedures within one year.			
Managing Online Stores (Ashkev Health and Beauty Brand Overview)			
<ul style="list-style-type: none">Objective: Position Ashkev as a premier online health and beauty brand specializing in chemical-free, coconut-based products, while executing targeted marketing strategies to drive sales growth and profitability.Outcome: Ashkev's coconut-based product line achieved notable monthly revenues, with the Coco Glow Face Serum generating ₹349,500 from 699 units sold and a net profit of ₹108,000. Other profitable products included the Coconut Bliss Face Moisturizer (₹79,800 net profit), Coconut Cream Shampoo (₹128,300), Coconut Creme Conditioner (₹118,650), and Unrefined Virgin Coconut Oil (₹146,500). Google Analytics campaigns contributed significantly to brand profitability and customer engagement, with 12,791 impressions and 485 interactions for Performance Max, and 2,250 impressions with 91 interactions for Search.			
CERTIFICATIONS			
Digital Business Model	Lund University (Coursera)		2023
Data Visualization in Excel	Macquarie University (Coursera)		2023
Market Research and Consumer Behavior	IE Business School (Coursera)		2024
Python for Analytics	ED Lightened		2024
Advance Google Analytics	Google Academy		2024
SQL	ED Lightened		2024
Email Marketing	HubSpot		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member at Industry Connect and Integration Committee 2023-2024 <ul style="list-style-type: none">Broadened corporate network and strengthened industry connections. Facilitated student-industry engagement through interactive sessions and events, enhancing students' industry readiness. Kanyathon, Route and race Operation Chief in Operation <ul style="list-style-type: none">Worked as the Route and race Operation Chief in Operation for Kanyathon 2024, I managed a team of 25, Route mapping, Deciding the route, Monitoring the route, coordinating with local traffic police and sponsor Apache for route logistics, overseeing participant guidance and traffic control, meticulous planning, effective collaboration with various stakeholders to ensure a smooth and safe experience for all participants.		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none">Secured 3rd Position in Inter college Managerial event among all management institutes in Kolkata		
Achievement	<ul style="list-style-type: none">Played Under 17 district level crickets (CAB)		
SKILLS	Marketing Content Creation, Social Media Management, Data Analysis & Campaign Tracking, Email Marketing, Communication & Creative Writing, Research & Trend Analysis		