

# JEET DUTTA

ACADEMIC PROFILE			
PGDM - Marketing	64.35%	Jagdish Sheth School of Management, Bengaluru	2025
Bachelors in Business Administration	85.8%	The Heritage Academy, Kolkata	2022
Class XII (CBSE)	67%	B.D. Memorial International, Kolkata	2019
Class X (CBSE)	62.7%	B.D. Memorial International, Kolkata	2017
AREAS OF STUDY			
<ul style="list-style-type: none"><li>Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Integrated Marketing Communications, Sales and Distribution Management, Strategic Marketing, Product and Service Innovation, Retail Management, Marketing Analytics, International Marketing, Customer Relationship Management (CRM).</li></ul>			
ACADEMIC PROJECT(S)			
Social Media Marketing (Eatscape)			
<ul style="list-style-type: none"><li>Focused on Specific Cuisines Highlight regional cuisines and lesser-known culinary traditions.</li><li>Introduced Interactive Features, and interactive challenges like food quizzes or cooking competitions to boost engagement and create a sense of community.</li></ul>			
Managing Online Store Project (Maneuver)			
<ul style="list-style-type: none"><li>Developed and managed an online store, Maneuver, that focused on providing high-quality grooming products, including their flagship Trim Nova trimmer, to enhance personal style and boost confidence.</li><li>Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis.</li></ul>			
Proficiency in Business Tools (Jai Bajrang Readymade Garments)			
<ul style="list-style-type: none"><li>Designed and implemented a comprehensive tracking system for sales executives, enabling streamlined identification of top performers and monitoring of sales targets across different regions.</li></ul>			
CERTIFICATIONS			
<ul style="list-style-type: none"><li>Digital Business Models</li></ul>		Lund University (Coursera)	2023
<ul style="list-style-type: none"><li>Data Visualization</li></ul>		Macquarie (Coursera)	2024
<ul style="list-style-type: none"><li>Market Research and Consumer Behavior</li></ul>		IE Business School (Coursera)	2024
POSITIONS OF RESPONSIBILITY			
<b>JAGSoM, Bengaluru</b>	<b>Member of MARTECH Committee [2023-2024]</b> <ul style="list-style-type: none"><li>Increased the committee's visibility and engagement on Instagram by maintaining a consistent posting schedule to keep the audience engaged and interested.</li></ul>		
ACCOMPLISHMENTS			
<b>Competitions and Activities</b>	<ul style="list-style-type: none"><li>Secured 2<sup>nd</sup> position in the intra-college Managing Online Store competition.</li><li>Winner at JAGSoM Super League (2024)</li></ul>		
SKILLS		Customer Focus, Networking, MS-Excel, PowerBI, Canva	