

# RAUNAK DATTA

Major I: Marketing ; Major II: Business Analytics

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## Profile Summary

- Pursuing MBA in Marketing (Major I) and Business Analytics (Major II) from Institute of Engineering and Management, Kolkata.
- Positive and enthusiastic person with good communication and convincing skill ideally suited for a target driven sales profile.
- Capabilities in providing insights into obtaining, describing, visualizing and using data for making right decision in order to maximize growth opportunities
- Proficiency at grasping new technical concepts quickly and utilizing in a productive manner.
- An effective communicator and team leader with strong analytical, problem solving, and organizational abilities.



## Education

- MBA in Marketing (Major I) and Business Analytics (Major II) from Institute of Engineering and Management, Kolkata in 2022 with 8.88 CGPA (Till 2<sup>nd</sup> semester).
- BSc (Chemistry Honours) from University Of Calcutta, Kolkata in 2017 with 61.68%.
- 12<sup>th</sup> from Sudhir Memorial Institute, Kolkata, CBSE Board in 2014 with 84.33%.
- 10<sup>th</sup> from Sudhir Memorial Institute, Kolkata, CBSE Board in 2012 with 9 CGPA.



## Internship Details (Mention Summer Internship & Winter Internship (If applicable))

### Summer Internship

- **Name of Organization:** Asian Paints
- **Title:** Analyse the Cyano & Epoxy market for Kolkata & South 24 Parganas
- **Period:** 14<sup>th</sup> August '21 – 13<sup>th</sup> October '21
- **Description:** Extensive Market Survey on size and potential of Cyano and Epoxy Adhesives in Kolkata and South 24 Parganas market, ascertained key drivers for competition, understanding the stakeholder's motivations for the category and suggesting strategy for Asian paints to gain market share in this category.

### Sales and Marketing Intern

- **Name of organization:** Outlook Publishing (India) Pvt. Ltd
- **Period:** 1<sup>st</sup> July '21 – 31<sup>st</sup> August '21
- **Description:** Performing Marketing Research to boost up Marketing and Sales for both Digital and Print media subscription of Outlook Group Magazines, implementing Segmentation, targeting and positioning of Marketing and 4 P's for sales generating strategies.

### Digital Marketing Intern

- **Name of Organization:** PCS Global Pvt. Ltd
- **Period:** 1<sup>st</sup> May '21 – 30<sup>th</sup> June '21
- **Description:** Using various digital marketing tools and techniques such as SEO, SMO, Social Media Marketing and Branding techniques to build profile as a marketer and use them to market services offered by the organization and creating engaging social media client content.



## Knowledge Purview

**Marketing Management || Consumer Behaviour || Marketing Research || Data Science & Data Mining || Data Visualization || Data Pre-processing || Data warehousing**



## Certificate

- Business and Operation Analytics from National Institute of Industrial Engineering (NITIE).
- Python Basics for Data Science from Edx.
- Fundamentals of Digital Marketing from Google Digital Garage.
- Getting started with Power BI from Coursera.
- Marketing Analytics from Coursera.
- Management Information Systems from Institute of Engineering and Management



## Skills

- **Marketing** : Social Media Marketing, Email Marketing, Telemarketing, Digital Marketing (keyword research tools, SEO, Copywriting, Social Media Promotion tools), Branding, Social Media Optimization, Business Development
- **BI tools** : Tableau, Power Bi
- **Programming Language** : R , Python
- **Office Tools** : MS-Excel, MS-PowerPoint, MS-Word
- **Editing Tools** : Adobe Photoshop, Various video editing Tools and Poster Making Tools
- **SurveyTools** : Qualtrics, Googleforms.



## Extracurricular Activities

- Completed Diploma of Chitra Visharad (5 year course) in the subject of Fine Arts (Painting).
- Stood 2<sup>nd</sup> in Iem's E-magination October issue's Photography contest 'Rupang Dehi'.
- Participated in "Business Quiz" organized by Bhartiya Vidya Bhavan Institute of Management Science.



## Personal Details

- **Date of Birth:** 4<sup>th</sup> June, 1996
- **Languages Known:** English, Bengali and Hindi
- **Address:** 2 No., Debigarh, Susar kanan, Madhyamgram, Kol-700129

I do hereby declare that the information furnished above is to the best of my knowledge.

*Raunak Datta*

**Date:** 15/09/21  
**Place:** Kolkata

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**Signature**