

EDUCATION

EMPI Business School - PGDM

2017 - 2019

5.5CGPA, came 2nd in Business Analytics Intercollege Competition. Took part in various cultural events throughout the semesters. Had a dual degree of RBA(Research and Business Analytics) and Finance, with the main focus being RBA, which heavily involved market survey case studies and working with Stata, SPSS, Tableau and R.

Vijaygarh Jyotish Ray College – B.com

2010 - 2015

40%. Had started working on the side from the 1st year of college which I prioritized more.

St. Helen – ISC (10+2)

2008 - 2010

72% was the best of four marks. During my 10+2 years I was heavily involved with computers and was the leading scorer in computer science subject throughout the 2 years. On the side I used to help out the computer teach, so much so even taking a few classes myself.

La Maternelle

1997 - 2008

Achieved 60% in Madyhamik exams with a letter in English, scoring above 80%.



SOUMYAJYOTI CHAKRABORTY

Digital Marketing Head (MR GROUP)

PROFILE

I am a hard-working achiever with over 5 years of combined knowledge in the technology and advertisement industry and 2 years of experience in customer relations and upsales. I am a very goal-driven, highly professional dedicated individual committed to client satisfaction who key skills are:

- Cheerful Disposition
- Neat and well-organized
- Motivated by problem solving
- Team Worker
- Works well with deadline
- Efficient

WORK EXPERIENCE

Graze Gourmet - Sales & Marketing Manager

January 2024 – Present

Responsible for handling all sales and marketing activities involving amazon, myntra, flipkart & amala as well as ads.

MR GROUP - Digital Marketing & Technical Head

August 2020 – Present

Digital Marketing and Technical Head. Day to day activities involve handling and managing social and online profile. Job role includes focusing on SEO, SMO, AdWords, PPC(Facebook, Instagram & Google), White Pages and other registry sites. Created company's online portfolio from scratch, hand built their social accounts and Google portfolio. Technical aspect of the job involves managing, updating & upgrading hosting server, email server, multiple websites & other PHP and automated tasks. Job also involves front-end and back-end web & web5 development and UI/UX designing. Built company's all website from ground up, involving install of wordpress on lampstack & litespeed servers, setting up online shop via woocommerce and shopify ecommerce. Also integrated stripe and paypal gateway and instant messaging clients in the websites.

CONTACT

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WebPantherz - Digital Marketing & Technical Supervisor August 2018 – 2020

Digital Marketing and Technical Supervisor. Day to day activities involve handling and managing accounts of customers in the digital domain, with managing their social and online profile. Job role includes focusing on SEO, SMO, AdWords, client account handling & managing. Technical side of the job asks for overseeing the entire company networking infrastructure and handling and maintaining the VoIP systems and servers. The job also includes installing, managing and troubleshooting hosting solution, management of client web databases, as well as handling both internal and client's cyber security solutions.

Kantar IMRB - Management Trainee 1st May 2018 – 31st May 2018

Responsibilities included are collecting data and processing it from surveys taken throughout Delhi Airport Terminus. We also had to present a report every week with our views as to suggest for or against the project based on the data and numbers.

Aadrika Group - Business Executive (Techno Sales) 2011-2012

Generating and driving new business from references and contacts. Managing and handling existing accounts.

SKILLS

