

INDRAJIT BANERJEE



CONTACT DETAILS

- +91-7044350146
- indrajitbanerjee004@gmail.com
- <https://www.linkedin.com/in/indrajit-banerjee-a15b3981/>
- 126/4, Bikramgarh, Jadavpur, Kolkata-700032

SKILLS

- Digital Marketing
- Brand Management
- Market Research Analysis
- Product Development
- Client Management
- Strategic Planning & Analysis

HOBBIES & INTERESTS

- Photography
- Travelling
- Music
- Yoga & Physical Fitness Exercises

PERSONAL DETAILS

- D.O.B. : 02/09/1991
- Gender: Male
- Father's Name: Debaprosad Banerjee
- Father's Occupation: Retired

ABOUT ME

Dedicated Professional with 7 years of experience in Travel, Telecom and KPO industry specializing in Marketing Management. Passionate about crafting innovative solutions through strong analytical skills, collaborative leadership, and a focus on continuous improvement.

EDUCATION

Master Of Business Administration	2014-2015
Annamalai University	Chidambaram, Tamil Nadu
Stream: Marketing Management	
Grade: First	
Post Graduate Program In Management	2013-2014
United World School Of Business	Kolkata, West Bengal
Stream: Marketing (Major) & Retail (MInor)	
CGPA: 6.30 / 9.00	
Bachelor Of Commerce	2009-2012
Heramba Chandra College University Of Calcutta	Kolkata, West Bengal
Stream: Accountancy & Finance (Honours)	
Year Of Passing: 2012	
Percentage: 54.75% Class: Second Class Honours	
Higher Secondary	2007-2009
Jadavpur High School	Kolkata, West Bengal
Stream: Commerce	
Board: West Bengal Council Of Higher Secondary Education	
Year Of Passing: 2009	
Percentage: 76.00% Division: First	
Secondary /Madhyamik	2006-2007
Jadavpur High School	Kolkata, West Bengal
Board: West Bengal Board Of Secondary Education	
Year Of Passing: 2007	
Percentage: 66.88% Division: First	

WORK EXPERIENCE

Company Name: **STRAITS RESEARCH PVT. LTD.**

01/06/2021- 31/08/2021

Designation: **Market Research Associate**

Location: Pune

Responsibilities:

- Conduct market research studies, collecting and analyzing data to identify trends, opportunities, and competitive landscapes within specific industries like Healthcare, Finance, Retail, and Automobile
- Analyze market trends, competitor activity, and customer behaviour ultimately providing insights and reports to clients to inform business decisions
- Writing out market research reports through primary and secondary research including surveys, focus groups, interviews, and competitive analyses

Company Name: **QNOUS SERVICES PVT.LTD.**

17/02/2021- 31/05/2021

Designation: **Market Research Associate**

Location: Pune

Responsibilities:

- Enhance respondent engagement through incentives, personalized communication, and user-friendly interfaces for online surveys
- Conduct Primary & Secondary Research using CATI & CAWI method
- Handle International Clients by strong multilingual skills, cultural research, and adapt research methodologies and materials to suit the specific cultural contexts of each target market
- Implement robust project management tools and communication protocols to effectively manage projects across different time zones.
- Implement a system for continuous feedback and improvement based on the results of market research initiatives

Company Name: **EDUCAZIONE SERVIZI LIMITED**

10/08/2019- 15/02/2021

Designation: **Market Research Associate**

Location: Kolkata

Responsibilities:

- Conduct market research studies involving data analysis, and report creation, leading to actionable insights that helped to business decisions
- Gather and analyze data from diverse sources including secondary methods like research reports and industry publications

Company Name: **BHARTI AIRTEL LIMITED**

12/06/2015-06/08/2019

Designation: **Relationship Manager**

Location: Kolkata

Responsibilities:

- Build and maintain strong relationships with key customers through CRM software
- Provide personalized customer service, address customer inquiries, and resolve issues promptly and effectively, ensuring customer satisfaction
- Conduct ATL and BTL activities in a specified region
- Create and execute strategies to maximize customer retention
- To do team management and drive the workforce through a set of data

Company Name: **COUNTRY CLUB INDIA LIMITED**

20/11/2014-14/03/2015

Designation: **Marketing Executive**

Location: Kolkata

Responsibilities:

- Promoting about Holiday packages, Club memberships, organizing event.
- Managing existing customer base through providing service to them and carry out marketing activities.
- Maintaining fruitful relation with customer base and arranging conferences to inform about new services to help the sales team.

Internship Project:

20/11/2013 – 20/01/2014

Organisation Name: **SHREE BAIDYANATH AYURVED BHAWAN PRIVATE LIMITED**

Project Title: **A complete survey on BAIDYANATH RHUMA OIL in terms of consumer awareness & competitor's offerings in the Kolkata market**

Details: Day to day survey of every corner of shops in Kolkata regarding the market competency and promotion about the product. Market research about the RHUMA OIL in respect of product pricing and placing and also monitor about visual merchandising.

CERTIFICATIONS

- Facebook/Meta Certification | December 2024
- Google Ads Search Certification | November 2024
- Google Analytics Individual Certification | December 2024
- HubSpot Inbound Marketing Certification | December 2024
- Semrush AI Powered Marketer & Content Marketing Certification | December 2024
- Hubspot Inbound & Content Marketing Certification | December 2024
- Google My Business Certification | September 2024
- Certificate in Financial Accounting & Advance Diploma In Financial Accounting | Lalani Computer Academy
- NHIP Training Certificate | Bharti Centum Limited

ACHIEVEMENTS

- Participated in Result Oriented Creative Communication Workshop: Non-Nostalgic Narrative By DataSpace Academy
- Participated in Digital Marketing Workshop By ISOEH
- Participated Seminar Of NASSCOM ENCLAVE 2014 About Indian Trends On IT Marketing And Young Entrepreneurs
- Successfully awarded the position of 4G Champ (most dedicated person for 4G service).