



# Soham Adhikary

## PERSONAL DETAILS

- Kolkata
- 6291512189
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## LANGUAGES

- English
- Hindi
- Bengali

## SKILLS

### SALES

B2B Sales, Corporate Sales, FMCG Sales, Lead Generation, Client Relationship Management

### ANALYTICS

Data Analysis, Sales Analysis, Market Research, Business Insights

### TOOLS :-

MS Excel, PowerPoint, Basic Power BI, CRM Tools

### SOFT SKILLS :-

Communication, Negotiation, Problem Solving, Strategic Thinking

## SUMMARY

MBA (Business Analytics) candidate with strong experience in sales & marketing and a focus on data-driven business growth. Skilled in corporate sales, lead generation, and analyzing sales performance to improve revenue and conversion rates. Seeking roles in Corporate Sales, IT/SaaS Sales, FMCG Sales, and Business Analytics.

## EXPERIENCE

- Sales & Marketing | Fortis Hospitals Limited**  
Nov 2025 — Present
  - Generated 100+ monthly leads through corporate outreach and field marketing
  - Improved conversion rates by analyzing customer behavior and campaign data
  - Managed relationships with corporate clients and stakeholders
  - Conducted market research to identify growth opportunities
  - Executed campaigns to increase brand visibility and revenue
- Growth Development | B P Poddar Hospital & Medical Research Ltd**  
May 2024 — Nov 2025
  - Supported marketing campaigns and tracked performance metrics
  - Conducted market analysis and customer research
  - Assisted in lead generation and client engagement
- Marketing Trainee | Manipal Hospitals**  
Apr 2023 — Apr 2024
  - Assisted in marketing and promotional activities
  - Learned sales processes and customer handling

## PROJECTS

- Sales Data Analysis Project**  
Analyzed sales data using Excel to identify trends and improve performance

## EDUCATION

- MBA (Masters Of Business Administration Business Analytics) | Amity University**  
Jan 2026 — Present

- **Bachelor of Hospital Management | Indian Institute of Hotel Management**  
Apr 2021 — Apr 2024
- **High Secondary (12th) | The Scottish Church Collegiate School**  
Mar 2019 — Mar 2021
- **Secondary Education (10th) | The Scottish Church Collegiate School**  
Jan 2009 — Jan 2019



## CERTIFICATIONS

- **Diploma in Basic Computer**  
MS Word, Excel, PowerPoint