

CURRENT EXPERIENCE

The Marketing Launchpad, Kraftshala, Online**June 2024 - Present**

- Selected as a part of a batch of 75+ students from all over India for The Marketing Launchpad Program
- Completed ~600 hours of training across 14 weeks (10 hours/day)
- Module: Facebook Ads
 - Strategized a one-week traffic campaign for Unleavables with ₹800 as a budget to generate traffic. Enhancing the "Buy Now" CTA for maximum impact. Achieved a CPM of ₹11, generated 69,753 Impressions, recorded a 0.70% CTR, and secured a remarkable 55% Click-to-LPV rate, showcasing exceptional cost efficiency and precise targeting
- Module: ECommerce (Amazon Ads)
 - Executed Sponsored Product Ads for Seasoned Snacks on Amazon, optimizing bids to boost visibility
- Module: Google Ads
 - Designed and implemented a Google search campaign for Swiftie India with ₹800 as a budget to generate Website Traffic, achieving 924 Impressions, 44 Clicks, and a commendable 4.76% CTR.

PROFESSIONAL EXPERIENCE

Quality Assurance, Acuite Ratings and Research, Kolkata**May 2022 - May 2024**

- Approved 10-12 critical press releases daily under strict RBI and SEBI deadlines, ensuring 100% accuracy pivotal for investor and banker decision-making.
- Managed and resolved 3-5 IT, analytical, and content issues daily, maintaining impeccable standards in rating reports and achieving zero compliance issues.
- Maintained detailed issue reports and heat maps in Excel, facilitating 100% on-time resolution of editorial challenges to meet tight publication timelines.
- Participated actively in team huddles to discuss weekly progress and strategize improvements in quality assurance processes.
- Mentored junior colleagues in quality assurance protocols, achieving a 20% improvement in team performance.
- Demonstrated decisive leadership in managing 100% on-time submission of critical financial information, safeguarding Acuite's reputation as a trusted rating agency.
- Recognized for outstanding reliability and performance by senior management, including commendations from the CEO and CAO during the annual town hall meeting.

Junior Project Coordinator, Swadesh Softwares Private Limited, Durgapur**Oct 2020 - May 2022**

- Developed comprehensive user manuals for ERP, CRM, Website, and Mobile applications, reducing client support queries by 15% and enhancing user satisfaction.
- Conducted rigorous manual testing, improving defect detection rates by 10% and ensuring software reliability and performance.
- Managed projects as Project Coordinator, achieving 100% on-time delivery and maintaining a stellar 95% client satisfaction rate through meticulous planning and execution.
- Collaborated seamlessly with cross-functional teams to drive project success and achieve key milestones, fostering a culture of excellence and innovation.
- Served as a pivotal liaison between clients and internal teams, ensuring clear communication, alignment of project goals, and exceptional service delivery.
- Promoted to Junior Project Coordinator within one year for outstanding leadership and client relationship management skills, driving successful project outcomes.

EDUCATION

Year	Degree	Institute
2021 - 22	PG Diploma in Public Relations	St Xavier's College, Kolkata
2018 - 21	BA Hons. (Journalism and Mass Comm.)	Triveni Devi Bhalotia College, Asansol
2016 - 18	12th Grade ISC	St. Michael's School, Durgapur
2015 - 16	10th Grade ICSE	St. Michael's School, Durgapur

POSITIONS OF RESPONSIBILITY

Drama Director, (Amarabati Cultural Club, Durgapur, 2020)

- Directed and staged a captivating drama performance during a cultural function, engaging 500+ attendees and receiving accolades for its cultural authenticity and artistic merit.
- Collaborated with event organizers to integrate the drama performance seamlessly into the cultural program, contributing to increased audience participation and event satisfaction.

Captain, Inter-School Football Competition. (St. Michael's School, Durgapur 2017)

- Captained a team of 15 players in an inter-school football competition, demonstrating leadership and team management by coordinating training sessions and strategies. Led the team to a semi-final finish, boosting team morale by 20%.