

# Aniruddha Ghanty

✉: [aniruddhaghanty441@gmail.com](mailto:aniruddhaghanty441@gmail.com) | ☎: +917384469975

🌐: <https://www.linkedin.com/in/aniruddha-ghanty-1a2112252>

## Academic Qualification

Degree	Year	Institute
PGDM (Marketing and Human Resource)	2022-2024	Indus Business Academy, Bangalore
BBA Hons (Marketing)	2019-2022	Banwarilal Bhalotia College, Asansol

## Professional Experience

**Company-** Preemptive Technofield Pvt. Ltd.

**Location-** New Delhi

**Role-** Business Development Executive

**Duration-** 03/06/2024-Present

### Responsibilities:

- Identifying the leads requiring various IT support through LinkedIn and websites, filtering those corporate leads into hot and cold prospects after proactive communication through meetings.
- Consulting clients for optimized network architecture, improve performance, reduce downtime, select the right cloud services and comply with specific cybersecurity regulations
- Developing quotes and proposals aligning with client objectives for IT hardware, firewall licensing, and cloud storage.
- Working with clients to deliver services in network integration, system integration, and data center solutions, also leveraging company's Cisco Gold Partner expertise to provide consulting on Meraki switches, firewalls, and cloud services.
- Negotiating effectively with clients, creating win-win scenarios for an extended partnership, and developing B2B strategies for growth in IT infrastructure services, cloud storage, and network solutions.
- Creating and managing CCW (Cisco Commerce Workspace) estimates to offer competitive pricing and cost-effective IT solutions for hardware and software.

## Internship

**Company-** Reliance Retail (Trends)

**Location-** Kochi, Kerala

**Role-** Sales & Marketing

**Duration** - 2 Months (15/05/2023-14/07/2023)

### Responsibilities

- **Tele calling:** Proactive tele calling to both retain existing customers and acquire new ones.
- **On-floor sales:** Sales through personnel selling with the use of cross-sell and up-sell techniques to drive revenue growth.
- **Visual merchandising:** Implemented Thematic Displays, Color Blocking, Cross-Merchandising and Window Displays to optimize product presentation.
- **Customer Handling:** Provided regular on floor customer service; gathered and analyzed customer feedback to improve services; managed the Customer Service Desk (CSD), addressing inquiries and resolving issues promptly.
- **Inventory management:** Oversee inventory management to ensure adequate stock levels.

- **Cashiering:** Managed billing section operation efficiently.
- **E-commerce platforms (Ajo and Jio-Mart):** Handled e-commerce operations, including order processing and fulfillment.

Project handled	
<b>A Study on Measuring the Effectiveness of Tele-Calling practices in driving Customer Engagement at Reliance Trends.</b>	<b>Findings:</b> <ul style="list-style-type: none"> <li>▪ The new tele-calling practices led to a 20% increase in customer engagement levels, resulting in a 15% rise in customer satisfaction scores.</li> <li>▪ Revised tele-calling strategies contributed to a 1% increase in coupon redemption conversions.</li> <li>▪ 15% increase in customer retention rates due to the effective tele-calling practices.</li> </ul> <b>Achievement:</b> <ul style="list-style-type: none"> <li>• The store's customer engagement towards coupon redemption had increased resulting higher retention rate of existing customers and driving more sales from continuous involvement and engagement.</li> </ul>

### Key academic projects

<b>Theme paper</b>	<b>Effect of mobile marketing on young adults Investing in mutual funds.</b>	<ul style="list-style-type: none"> <li>▪ Conducted in-depth analysis of young adults' investment behavior.</li> <li>▪ Researched and compared mobile marketing strategies of HDFC and ICICI Prudential Mutual Fund companies.</li> </ul>
<b>Market Research Paper</b>	<b>The Influence of In-Store Promotions on Consumer Buying Patterns –The study on soft Drink Products in South Bangalore Market"</b>	<ul style="list-style-type: none"> <li>▪ Consumers view in-store soft drink promotions as untrustworthy, affecting their effectiveness. Improving transparency and accuracy can build trust.</li> <li>▪ Free samples, exclusive promotions, price breaks, and demos are key drivers of engagement, sales, and brand recommendations.</li> <li>▪ Most consumers don't see in-store promotions as offering good value, indicating a need for more attractive discounts, bundles, and value-added offers.</li> </ul>

Technical Skills	Soft Skills
<ul style="list-style-type: none"> <li>• MS Office (Word, Excel, PowerPoint)</li> <li>• Canva</li> <li>• Cisco Commerce Workspace</li> <li>• Data Analysis and Dash-boarding through Excel</li> </ul>	<ul style="list-style-type: none"> <li>• Team work &amp; Leadership skills</li> <li>• Pressure handling and commitment to deadlines</li> <li>• Interpersonal skills (written and verbal)</li> <li>• Customer Relationship Management</li> <li>• Critical thinking and Analytical skills</li> </ul>

### Certifications

- Cisco Black Belt- Small and Medium Business – Sales
- TCS iON Career Edge – Young Professional-2023
- The Fundamentals of Digital Marketing from Google Digital Garage
- Microsoft Excel- Excel from Beginner to Advance from Udemy.

- Lean Six Sigma Green Belt certification by Grant Thornton LLP India
- CAPSTONE 2.0 Business Simulation 2023

### **Extra-Curricular Activities**

- Participated in a Quiz competition (Online Assessment) of Hero Campus Challenge Season 8 organized by "Hero Moto Corp Ltd".
- Headed as the core member of my school and college cricket team.
- Directed as a team leader in Capsim Business Simulation.