



# DIBYENDU ROY

## MBA (MARKETING - ANALYST)

Results-driven and highly motivated professional having experience in developing and executing successful business strategies. Seeking to leverage my expertise in challenging areas to contribute to the overall growth and success of the company.

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## EDUCATION

**UNIVERSITY OF ENGINEERING AND  
MANAGEMENT, KOLKATA**  
**MBA ( 2022 - 2024)**

Co-leader in Business Analytics Club.  
Coordinator in HR conclave.

Volunteer in Consortium.

Member of Placecom dept. UEMK

Member of Rotaract Club of Calcutta Yuva

**DOON BUSINESS SCHOOL**  
**B.SC AGRICULTURE( 2018 - 2022) (71%)**

Class Representative.

Active Participants in College Activities

Practical Field Work

**HIGHER SECONDARY AND SECONDARY**

West Bengal Council of Higher Secondary Education(70%)

West Bengal Board of Secondary Education ( 80 %)

## INTERNSHIP

**SIKHARTHY INFOTECH PVT. LTD**

DIGITAL MARKETING

**UNSCHOOL (YOUTH INFLUENCER)**

MARKETING THE UNSCHOOL COURSES  
PROMOTING, ADVERTISING, BRANDING.

**POLICY VIBE.IN**

(BUSINESS DEVELOPMENT INTERN)

SALES AND DEVELOPMENT OF THE  
ORGANIZATION

**HAMARI PEHCHAN NGO**

FUNDRAISING

**RURAL AGRICULTURAL WORK EXPERIENCE**

RURAL SURVEY PRODUCTION AND SALES

## CERTIFICATES

*DIPLOMA in Computer Application*

*Socio Economic Survey*

*Production and sales of Rural Products*

*College Activities Participated*

*NPTEL Consumer Behavior & Global Marketing  
Management*

## AREAS OF EXPERTISE

Client Calling

Decision-making

Time Efficiency

Leadership & Teamwork

Survey & Networking

MS Office

## SKILLS

Digital Marketing

Content Creation

Analytics

Event Management

Market Research

Team Collaboration

Leadership

## LANGUAGE

ENGLISH

HINDI

BENGALI

## WORK EXPERIENCE

**MARKETING ANALYST & BUSINESS DEVELOPMENT  
( BRAND BUILDING)**

**Climate Conscious Food Products (Dec 2023)**

- New Brand Launch **SMART FARMERS**
- Working on Distributor Channels and Retail Market research
- Working on Brand Promotion ( **B2D / B2C** )
- Client meeting, sales & Enquiry fulfillment
- Strategy Development

**SOCIAL MEDIA (ORGANIC MARKETING)**

**JalingaTea Co(I) Pvt. Ltd. /**

**Climate Conscious Food Products (Sept 2023)**

- Creating, curating, and managing content on various social platforms to engage and grow of the organization's online audience. Analyze performance metrics, develop strategies, and maintain the brand's online presence to enhance visibility and foster community engagement.
- FACEBOOK , INSTAGRAM , LINKEDIN

**ESG Analyst & Sustainability developer  
( CSR - Approach & Market Research )**

**JalingaTea Co(I) Pvt. Ltd. (MAY 2023)**

- Analyzed environmental impact, social responsibility initiatives, and corporate governance structures to identify areas for improvement.
- Collaborated with cross-functional teams to develop ESG strategies and action plans, resulting in enhanced sustainability performance.
- Prepared detailed ESG reports and communicated findings to senior management, investors, and regulatory bodies.
- Conducted benchmarking analyses against industry peers and ESG indices to measure and improve performance.
- Led engagement efforts with external ESG rating agencies and investors, facilitating transparency and trust.
- Stayed current with evolving ESG regulations and market trends, advising on compliance and strategic adjustments.
- Contributed to the development of ESG-related policies and initiatives, fostering a culture of responsible business practices within the organization.

## KEY RESPONSIBILITIES

- *Marketing*
- *Developing marketing Strategies*
- *Digital Marketing & Organic promotion*
- *Content Creation*
- *Social Media Platforms Management*
- *Market Research*
- *Event Planning and Execution*
- *Analysis and Reporting*
- *Collaboration and Team Handling*
- *Presentation*

## PROJECT WORK-

- *A project work on Rural Agricultural people, their production technology, Survey on their lifestyle & struggles.*
- *A project report on impact of OTT platforms over YouTube.*
- *A study on ESG as the organizations CSR approach through several projects with comprehensive analysis of operating on business value with profitability – a sustainable culture.*
- *A research paper on green human resource management its awareness and sustainability.*

## RESEARCH PAPER-

*A research paper on green human resource management its awareness and sustainability.*

*( April 2023)*

*A Study on the Impact of OTT platforms as an alternative over YouTube in Jamshedpur, Jharkhand using Chi-Square application*

*( April 2023)*

*Investigating The Effectiveness of Student Discount Programs in Driving Purchase Intent in Kolkata, India*

*( May 2024 )*

**Signature=**



I hereby declare that all the information given above is true and correct to the best of my knowledge

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