

PERSONAL INFORMATION

Phone: - 8130509304 | 7002450092

Email: - gyanjit1996@gmail.com

LinkedIn: - <https://www.linkedin.com/in/gyanjit-boruah/>

SKILLS

- **Functional Skills:** Business Strategy, Content Management, Campaign Management, Digital Marketing, Business Analysis, Data Mining, Stakeholder Management
- **Personality Skills:** Verbal & Written Communication, Empathy, Team Work, Creativity, Team Management
- **Technical Skills:** SQL, MS Office, Tableau , SPSS,, Google Analytics, Adobe XD, Procreate

CERTIFICATES

- Masters in Digital Marketing
- Marketing Analytics
- Marketing Strategy Associate
- Market Research Associate
- Social Media Marketing
- Key Account Management

ADDITIONAL EXPERIENCE

Associate, PII India

- Worked as a Program Manager for a new venture
- Responsible for financial analysis and P&L management

Subject Matter Expert, Chegg

- Selected as Economics Subject Matter Expert
- Online teaching and providing quality solutions to students within a strict deadline

LIVE PROJECTS

- Supply Chain Operation, **John Deere**
- Campus Ambassador Program, **Avita Laptops**
- Co-branding Challenge, **TripAdvisor**
- Financial Profiling, **ClearTax**

B-SCHOOL EVENTS

- Campus Ambassador, **Oyster Connect**
- Student Partner, **Internshala**

PORs

- Senior Member, Projects Vertical–Utsaha, Annual Marketing Research Festival – IIM I
- Creative Team, Leaders for Tomorrow - CVS
- Leader, Quiz Team - Pragjyotika English School

INTERESTS

Reading, Painting, Graphic Designing, Cooking, Gardening

SUMMARY

An MBA from IIM Indore with degree in General Management. A multi-faceted individual with good academic background, complemented by efficient communication, analytical and interpersonal skills. Having 2 years of experience in IT, marketing and consulting services across diverse projects - Business Analysis and Strategy, Campaign Management, Market Research and Digital Marketing

PROFESSIONAL EXPERIENCE

Associate, I-PAC

February 2020 – February 2021

- Deployed campaigns in 2 Assemblies of WB targeting 6 lakhs audience by designing **promotional events, digital marketing and social media promotion**
- **Collaborated** with MLAs of two ACs to provide solutions to infrastructural and developmental issues through market research and data analysis
- **Executed a campaign** with a team of 5 through **field & digital activities** targeting **10 lakhs** people, responsible for content creation and post campaign analysis, managed 5 other internal teams and other stakeholders
- Ideated **strategies and events**, designed one month's **media promotional plan, collaborated** with 16 media channels during launch of a new campaign

Key Achievements: -

- **Acquired 1 lakh audience** in 15 days after successful launch of the campaign
- Inducted in the **Review Team** to analyse data to check for errors and inaccuracies

Business Consultant – Financial Services, Capgemini

June 2019 – February 2020

- Oversaw **requirements gathering** and involved in **RFP** analysis and documentation
- Preparation of regular **reports** through **industry research**, data mining and analysis
- **Identified product gaps** and opportunities for clients as a part of Solutions Tower

INTERNSHIPS

Summer Internship, Tata Motors

April 2018 - May 2018

- Mapping of global Infantry Carrying Vehicles through **Ranking and Cluster Analysis**
- **Secondary research** on ICVs and **discovered** white spaces for their upcoming ICV and suggested measures to improve the key features of the vehicle

Strategy and Operations Intern, Ajivika Finance

July 2018 - September 2018

- Maintained **investors relations** and **market research** on the **microfinance** industry

EDUCATION

- **MBA, General Management** | IIM Indore 70% *June 2017 – March 2019*
- **BA Hons, Economics** | CVS, Delhi University 70% *July 2014 – May 2017*
- **Class XII, Humanities** | Assam Board 88% *July 2012 – May 2014*
- **Class X** | Assam Board 85% *June 2012*

ACADEMIC & CO-CURRICULAR ACHIEVEMENTS

- Cleared Level 1 exam of **Accredited Financial Analyst** from AAFM
- **Ranked** among the **top 0.01 %ile** at state level out of 2 lakhs students in **Class 12th**
- **Ranked** among the **top 0.02 %ile** of 2.72 lakhs students in the state in **Class 10th**
- Completed **diploma in fine arts** with first division after clearing 5 levels
- **Won 8 inter school quiz competitions** at district and state level
- Achieved **state ranks** within **top 20** with scholarships in 5 Talent Search Exams

AWARDS

- **Winner** of inter-university competition; Mind Palace 2.0
- **Awarded** by the District Collector for good performance in the 12th Board Exam
- Received **award** from Assam Government for achieving distinction in Class X
- **Awarded** with certificates and trophies in different Art and Essay competitions