

Resume



NABANIT ROY

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Mobile:	(+91)8179792974
Highest Qualification:	MBA in Marketing
Graduation	B.Tech in Information Technology
DOB	20-03-1992
State	West Bengal
Language Known	English, Bengali, Hindi

CAREER OBJECTIVE:

An initiator with a knack for problem solving. Enjoy working in a team and believe in growing by constantly learning from my work and experiences. I have an ability to learn with minimal supervision in a short time span and deliver high quality results. I have **2.8+ years of background in Business Development**. I have been Providing solutions to customers by a **solid understanding of market analysis**, forecasting and **client needs assessments**.

WORK EXPERIENCE:

1. Nightingales Home Healthcare Pvt. Ltd. (August 2016 to September 2017)

Position: Field Sale Executive/Digital Marketing

Location: Hyderabad

Responsibilities:

- I. A **healthcare** company provides Medical ingredients to residential as well as corporate industries.
- II. A B2B process, organizing meetings with the corporate heads/concern persons and introducing them to Nightingales Home Healthcare and pitch to organize a healthcare event in the office complex.
- III. Also **meeting the residential managers** to organize healthcare events in residential complexes.
- IV. Also a B2C process, pitch the customers, to visit Nightingales Physiotherapy clinic.
- V. Provide weekly and monthly sales reports to the branch manager.
- VI. Beside sales, worked as marketing member for digital and **social media campaigns, graphics designs, video editing, ATL & BTL marketing, leaflets distribution.**

2. Infitodeals.com (Cosmickent Enterprise Pvt. Ltd.) (October 2017 to January 2019)

Position: Business Development Executive

Location: Hyderabad

Responsibilities:

- I. An e-commerce portal which is specific for online discounts and coupons.
- II. **Lead Generation.**
- III. Create **database reports for Merchants** on a daily basis.
- IV. A B2B process, **organizing meeting with the merchants** (restaurants, spa & salons, dental clinics, events, nightlife, holiday resorts, visiting places around Hyderabad) introducing them to Infitodeals.com website, its procedure and services and pitch to join for online business-online promotion & online deals and coupons.
- V. **Daily & Weekly report Presentation.**
- VI. **Sales Presentation** for **business growth.**
- VII. A detailed follow-up is taken with the merchants on the base of the company's requirements.

3. Minton Consulting (August 2019 to February 2020)

Position: sales & Marketing Consultant

Location: Hyderabad

Responsibilities:

- I. Worked on the **sales growth** for one client, SAVERA PIPES PVT. LTD. It is into water supply pipe manufacturing.
- II. Expand the **digital presence** of the company Savera Pipes.
- III. Create various **graphics work, image designs for digital postings**
- IV. Field **retail store Mapping**.
- V. Daily **CRM** update.
- VI. **Analysis & design** better **marketing opportunities** for the company products.
- VII. **SWOT analysis** between Savera & other manufacturing companies.
- VIII. **Daily procurement** and **raw material** report updates.
- IX. **Weekly report** and **growth chart presentation** to the company head.
- X. Simultaneously worked for another Bakery Outlet project for a European Continental Bakery **HARLEY'S FINE DINE** for screening and recruiting retail bakery store workers.

PROJECTS AND ASSIGNMENTS:

Summer Internship Project (February to May 2015)

Organization: Planet Ganges

Position: Market Research

Responsibilities:

- Database creation of all online education portals.
- Creating a detailed analysis of the portals in order to find how Planet Ganges compares to others.
- A detailed **SWOT** analysis done with each portal to find their respective.

Using the above data in order to make Planet Ganges a better portal and improving its already implemented process and services.

ADDITIONAL PROJECTS:

B. Tech Project:

Designing an E-commerce website using ASP.NET and ORACLE as the backend DBM.

Title: Digitaldecision.com

Software Requirements: Visual Studio 2008(NET 3.5)

Language Used: C# and ASP.NET (Front end developer)

Data Base Manager: SQL Server/ Oracle (Back end for DBM)

ACADEMIC QUALIFICATIONS:

Course & Specialization	College/Institute & Board/University	Year of Passing	Percentage Marks/CGPA
MBA	IBS Business School, Dehradun	2014-2016	6.00
PGPM	IBS Business School, Bangalore	2014-2016	5.63
Graduation	Murshidabad College of Engineering & Technology / WBUT	2009-2013	68.5
PUC / XII Std	Bhatpara AmarkrishnaPathsala / WBCHSE Board	2009	60%
X Std	Bhatpara AmarkrishnaPathsala / WBBSE Board	2007	75%

EXTRA AND CO-CURRICULAR ACHIEVEMENTS:

- between the branches of IBS on the base of academic and extracurricular activities
- A part of the Marketing team Digital marketing and creative designer for inter and intra college events at IBS during my tenure.
- House photographer for IBS Bangalore for all inter and intra college events during my tenure.
- Part of the organizer team for **Tarkash** an inter college event for IBS Bangalore where multiple business schools are brought together to compete in different skills of MBA and other activities.
- Part of the organizer team for **Manthan** a intra college event for IBS Bangalore where in multiple activities are conducted for IBS in both inter and intra college events i.e. **Tarkash** and **Manthan**.
- Learnt painting including portrait and landscape using pastel colors, water color, oil painting as well as collage art, clay arts and tharmokol arts. Participated in various competitions and won prizes.
- Online gamer.
- Recitation different Bengali poems.
- Played table-tennis at state level.
- Working with image editing tools such as Adobe Photoshop for editing photographs and designing creative.

HOBBIES:

- Travelling
- Games
- Photography
- Photo Editing
- Arts & Crafts

Signature
