

Abhishek Chakraborty  
MBA - Marketing  
University of Mysore  
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## OBJECTIVE

As I'm a baby-born in the industry so it is the time to scratch from the root. I would love to be a part of the broader core Marketing roles which will shape me a career through a ladder step by step.

## ACADEMICS

2017- 2019	MBA- Marketing International Institute of Business Studies, [Affiliated to University of Mysore], Bengaluru.
2014-2017	Bachelor of Arts Nilambazar College, [Affiliated to Assam University], Assam.
2007-2009	Class XII – Eco-Science - Frontier College, Assam Higher Secondary Education Council [AHSEC], Assam.
2006-2007	Class X - Badarpur RLY Higher Secondary School, Board of Secondary Education [SEBA], Assam.

## EXPERIENCE

### **Actualize Consulting Engineers (India), Bengaluru -**

Presently working as a Market Research Executive  
From 2nd May 2019 – Present (1year 2months)

#### Key Responsibilities –

- Market Research on targeted industries, services, titles and technology data.
- Researching the clients' information through search engines like Google, LinkedIn and depth analysis on LinkedIn, Twitter.
- Identify Good Revenue Sized Companies and Decision Makers.
- Identify new business opportunities in the space of Mobile, Social Media for Domestic and International markets.
- Generating Qualified Leads for Specific Services based upon sales revenue, employees.
- Collect Source for Specified Services through Web research on various search engines.
- Collect Source from some Professional networking sites like LinkedIn etc.
- Maintain Database in Google Sheets and Excel.
- Direct and Indirect lead generation.
- Assigning leads to a different Sales Team.
- Conducting various Market Research studies through secondary sources.
- Performing primary and secondary research.
- Analysing the Quality of Leads by gathering feedback from the different Sales Team.
- Find out new Prospects through Market Research.
- Carrying out the research data to analyse, create and support clients' requirements.
- Research, analyse and recommend solutions that meet business and technology needs.
- Planning and preparing presentations.
- Building a database.
- Competitors' Analysis.
- SWOT, STP, Primary and Secondary Research and Qualitative data analysis.

**NASSCOM incubated Start-up Dusterboard, Bengaluru (Credolys Tech Pvt. Ltd)**

Internship- Marketing

From 10th September - 10th December 2018 (3months)

**ODigMa Consultancy Solutions Pvt. Ltd. Bengaluru (subsidiary of Infibeam Inc, E-commerce Company)**

Internship- Digital Marketing

From 9th July - 9th September 2018 (2months)

**AWARDS AND ACHIEVEMENTS**

- Completed 5th year in the subject Painting, awarded 1st division along with distinction in the theory paper, by the Bangiya Sangeet Parishad, West Bengal in the year 2007.
- I participated in both chess competition and carrom competition, organised in my college and achieved 1st prize and runners up respectively, in the year 2009.
- I represented my school in inter school Assam Cricket Tournament, held in Karimganj, in the year 2009 and our team won runners up prize.

**TECHNICAL SKILLS**

Having experience in working on MS Word, MS Excel, and MS PowerPoint.

**HOBBIES**

Reading, writing and exploring new places.

**CORRESPONDENCE PERSONAL DETAILS**

Abhishek Chakraborty.  
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R.T. Nagar, Bengaluru-560032

**DECLARATION**

I Hereby Confirm That The Above Mentioned Information Is True To The Best Of My Knowledge. I Will Provide All The Supported Documents When Needed.