

SUMIT DILIP ROY

Supportive Marketing Assistant with 2.1 years of experience devising innovative solutions to unprecedented challenges. Professional market strategist, enhancing business and customer goals with collaboration and flexibility. Business development-focused product promoter with creativity and statistical relevance.



Contact

Address

Chandrapur, India, 442001

Phone

779-862-7789

E-mail

roydsumit21@gmail.com

LinkedIn

<https://www.linkedin.com/in/sumit-roy-060281202/>



Skills

Social media expertise ●●●○○
Good

Web Design ●●○○○
Average

Social Media Management ●●●○○
Good

Administrative support ●●●○○
Good

Notetaking ●●●●○
Very Good

Keyword optimization ●●●●○
Very Good



Work History

2021-06 -
2021-08

Digital Marketing Intern

Sumit Roy, Pune, Maharashtra

- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Managed over 50 customer calls per day.
- Decreased rejection rate by 13%.
- Increased sales by 9%.
- Tracked social media trends and adapted to attract target follower demographic.
- Used Adobe Creative Suite to design initial campaign concepts.
- Prepared reports detailing project updates, performance information and ongoing trends.
- Designed and presented social media campaign ideas.
- Performed market analysis and researched latest trends.
- Executed consistent online messaging across various social media verticals.
- Created engaging content for Pinterest, Facebook and Instagram.
- Assisted in managing corporate social media channels.

2018-04 -
2020-05

Assistant Engineer

Sumit Roy, Pune, Maharashtra

- Assessed scope and requirements to make accurate project design determinations for BS4 projects.
- Calculated load levels and material stress factors.
- Gathered relevant data from various sources and developed comprehensive reports for leadership

Software

Tableau 
Good

Dreamweaver 
Good

Lucid 
Good

Figma 
Good

Languages

English 
Very Good

Hindi 
Very Good

Marathi 
Very Good

Bengali 
Very Good

Education

2020-09 -
Current

MBA: Marketing

MIT_WPU - Kothrud, Pune

Percentage: 83.00 / 100.00 Till 3rd Trimester

2012-07 -
2016-05

Bachelor of Engineering: Mechanical Engineering

Tulsiramji Gaikwad Patil College of Engg & Tech -
Nagpur, MH

- Awarded [2nd Topper in University]
- Elected Captain of Cricket
- Percentage : 76.00 / 100.00

2010-07 -
2012-02

High School Diploma

Vidya Niketan Jr. College - Warora Naka, Chandrapur

- Awarded [Top scorer in Math's and Science]
- 12 th | MSBSHSE | Percentage: 61.00 / 100.00
- 10 th | MSBSHSE | Percentage: 87.64 / 100.00

Accomplishments

- Collaborated with team of 5 in the development of BS4 Project.
- Used Microsoft Excel to develop inventory tracking spreadsheets.
- Supervised team of 35 staff members.

review.

- Handled administrative duties such as recordkeeping, answering phones and emails and ordering supplies.
- Alternate visit to Supplier and sub-supplier end for various quality-related issues as well as capacity review.
- Successfully handled customer requirements & system implementation in various OEM projects.
- Effective communicator with excellent relationship building and interpersonal skills.

- Recognized as one of the best Quality Inspector while working on Shop floor, LCI Engineering India Pvt Ltd, Pune
- Publish Research Paper: Does Instagram help Business Grow | Feb. 2021 Survey Research Paper | International Journal of Scientific Research in Engineering Management |



Certifications

2020-10	[The Fundamentals of Digital Marketing] Training - [1 week]
2020-10	[Integrated Marketing Communications] Training - [1 week]
2020-12	[Market Research and Consumer Behavior] Training - [2 weeks]
2018-04	Certified [Assistant Engineer], [LCI Engg Pvt Ltd] - [2.1yrs]
2021-08	Certified [Digital Marketing Intern], [Up Rank Digital] - [2 months]



Interests

Collecting old coins

Cooking, Baking

Playing Volleyball, Cricket and Badminton