**Personal Information**

***DOB –*** *4th February, 1994* ***Mobile No:*** *8375045834* ***Email:***

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**PermanentAddress:**A-204 Amrapali Green plot no-1/3 vaibhav khand Indirapuram Ghaziabad near Shipra Mall

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**Certifications & Skills**

* Certified in Intellectual Property by WIPO (World Intellectual Property Organization).
* Certified in R, Python & Tableau by KPMG.
* Good Knowledge in ‘Concepts of Marketing’ and Analytics.
* Good Knowledge in Photoshop, Illustrator, R, Python, Tableau ,Ibm SPSS &Matlab,Digital Marketing.
* Good Knowledge in Engineering in E.C.E Concepts.

**Languages Known**

* English
* Hindi
* German

**Interests**

* Reading Newspaper and Magazines
* Watching Cricket
* Cycling



**Romit Pal**

**PGDM-Business Design and Innovation**

**Marketing and Analytics**

**Academics**

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| --- | --- | --- |
| **Course & Year of Passing** | **Institute & University** | **CGPA/**  **Percentage** |
| PGDM BD & I-Marketing and Analytics  (2018-2020) | Prin. L N Welingkar Institute of Management Development & Research (AICTE approved) | 7.30 |
| B.Tech in E.C.E (Electronics and Communication)(2012-2016) | Amity University, Noida Sector-125 | 6.70 |
| C.B.S.E (2012) | GLACIA, Kota | 73.2 |
| C.B.S.E. (2010) | Sri Sathya Sai Vidhya Vihar Gail Vijaipur | 93.2 |

**Business Exposure**

**Internships**

1. **Global Citizen Leadership 7 months**

**October 2018-April 2019**

**Project (GCL) –** is conducted in collaboration with Greensboro, NC, USA based, Centre for Creative Leadership (CCL)

**Company Name** – Kiggles, Bangalore

**Project Summary** –Development of Parenting App for Kiggles

**Roles and Responsibilities**

* Developing Application for parents so that parenting can be made simplified so that parents can track the performance of their children in lawn tennis, table tennis, badminton, cricket in etc. in easy manner at home in mobile and devices etc.
* Doing Research work for Kiggles application and its competitors and finding the core values of Competitors of Kiggles.
* Finding information about Pricing, Market base, Target area, Turnover and Salary Base of Kiggles Competitors.
* Working with group and team mates for providing and adding information in the development of Application for parenting for Kiggles.

1. **P7 (Perfect 7) & SAS (Stand alone Store) 2 months**

# May 1st–June 30th 2019

# Project (P7 & SAS) – was conducted in collaboration with Mondelez International Inc., Aditya Agencies, Yeshwantpur, Bangalore in field of Marketing and Sales for May-June 2019. Company Name- Mondelez International Inc.

# Role - Intern-Sales Executive Intern

**Project Summary *-*** Managing sales, distribution and supply chain, vendor management, marketing of Products like chocolate etc.

**Roles and Responsibilities**

* Daily going to 20-30 stores in different areas and managing target achieved, taking orders for supply, collecting complaints for different outlet owners, talking to outlet owners, seeing and checking visicoolers, stores, outlets and different products, managing sales of different products.
* Proposing solutions for complaints received from outlet owners and shopkeepers and solving problems related to supply chain, delivery, visicooler, expiry, target achieved and stocks, products, reducing delay in supplying products etc.

* Worked on different outlets like Chemist, High End Grocery, Low End Grocery, Medical Stores, SAS (Stand Alone Store), Supermarket and mainly worked on P7 (Prefect 7) and SAS (Stand Alone store) project of Mondelez in which managed sales, marketing and operations, supply chain and distribution management of these P7 and SAS (Stand alone store) outlets in different areas in Bangalore under Mondelez International Inc.
* Use to put goods, products (chocolates, bournvitta, biscuits (Oreo, bournvita) etc.) in trucks and use to supply it to the market area and different stores and outlets in different locations.
* Use to attend meeting for mondelez sales and marketing with ASM and other salesman and discuss what problems came, solutions proposed and what to do in future.
* Use to study sales data of different outlets like chemist,pharmacy,Medical stores,Supermarket,Grocery,P7 outlets in feiled of analytics with the help of Microsoft excel, R & R Studio,Python,Tableua,IBM SPSS doing correlation and regression analysis,Data Statistics and plotting graphs for marketing and sales data data like pie-chart,bar-graph and histogram and studying how sales has fallen and rising from month to month.

1. **PNG & CNG Research Project in Gail Gas** **3 months**

**1st February 2020-Till Date**

**Project (PNG, and CNG Research Project)** – was conducted in collaboration with Gail Gas, New B.E.L Road, Mathikere, Bangalore in field of Marketing and Analytics for February-April 2020.

**Project Title**- To study CNG & PNG Business of Gail Gas and do study in Marketing and Analytics

**Roles and Responsibilities**

* To study the database of PNG & CNG of Gail Gas.
* To study Market Base and target areas of Gail Gas in Bangalore.
* To go to PNG & CNG Stations of Gail Gas and collect, know the views of owners of PNG & CNG Stations.
* To suggest measures to improve current market status of PNG & CNG sector of Gail Gas with its Competitors.

**Projects & Achievements**

* Summer Internship on SCADA in GAIL (Gas Authority of India Limited) during Graduation (B. Tech.).
* Worked on a project named “*Digital Compensation of power amplifiers for wireless Communication*” and programmed digital compensation of power amplifiers using MATLAB during Graduation final year (B. Tech.).
* Published research paper on “Digital Compensation of power amplifiers for wireless communication” in springbooks conference during Graduation (B.Tech.).
* During Summer Internship in Mondelez International Inc. worked on a project named “P7 & SAS (Stand alone store)” project of mondelez in which managed sales,targets,complaints,supplychan,distribution management,solved complaints, proposed solutions regarding complaints for P7 and SAS Outlets under Mondelez in Bangalore.
* During 1st year in PGDM (BD & I), pursued a GCL Project in Kiggles on Parent application development.
* Explored grassroots program in tumkur where had gone to rural areas to witness industrialization and explored industries during 1st year in PGDM (BD & I).

*S P Mandali’s Prin. L.N.Welingkar Institute of Management Development and Research Summer Placements 2019*