

Sneha Mitra *Marketing Enthusiast*

✉ snehamitra1818@gmail.com 📞 +91-9734425512 📍 9, Sarkarhat lane kalitala, chowrasta, Kolkata,700061

📄 Summary

Marketing aspirant pursuing PGDM at Globsyn Business School, with proficiency in digital marketing, Advanced Excel, Power BI, and communication. Proven experience in social media marketing, ready to drive business growth and success.

📁 Professional Experience

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|---|---|
| April 2025 – June 2025
Kolkata, India | Customer Management, Intern
HDFC Bank
Gained hands-on experience in marketing and sales with HDFC, developing skills in: <ul style="list-style-type: none">• Sales and Target Achievement.• Customer Relationship Management.• Cross-Selling of Financial Products.• Digital Marketing Promotion. Applied theoretical concepts to real-world projects, enhancing practical skills and problem-solving abilities. |
| June 2022 – August 2022
Kolkata, India | Digital Marketing Analyst, Intern
ACMEGRADE
Gained hands-on experience in customizing a website during training and internship at Acmegrade, enhancing user experience and driving engagement. |

🎓 Education

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|-----------------|--|
| 2024 – Pursuing | PGDM, Marketing
Globsyn Business School |
| 2021 – 2024 | BBA, Marketing
Techno India Kolkata
Grade- 76.20% |
| 2021 | Higher Secondary Science
DAV, Haldia
Grade- 90.60% |
| 2019 | Secondary
Vivekananda Mission School, Haldia
Grade- 88.80% |

🧠 Skills

Technical Skills

- Digital Marketing
- Microsoft Excel
- Microsoft PowerPoint
- Power BI

Soft Skills-

- Communication
- Team Management
- Problem Solving
- Leadership

📄 Certificates

- Advanced Excel - Explorer Computer Training Centre
- Digital Marketing - IIM Bangalore under the guidance of Acmegrade.
- NISM-Series-V-A- Mutual Fund Distributors Certification Examination National Institute of Securities Markets (NISM).
- Power BI- Certified Workshop on AI Dashboards using Microsoft Power BI

🌐 Languages

- English
- Hindi
- Bengali
- French

🖌 Interests

- Painting
- Travelling
- Reading