

# PRADEEPTA CHATTOPADHYAY

PGDM (Operations, Marketing) | B. Tech (Electronics & Communication)

Serampore, Hooghly, West Bengal, Pin: 712203

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## SUMMARY

MBA graduate in Operations Management and Marketing Management and an Electronics & Communication Engineer. Aspire to add value through an Operations role. Chaired a team of 10 seniors at Cognizant and assisted in managerial works at BYJU'S even after overachieving targets by 200%. A dedicated learner, relationship builder, and a challenge seeker with good logical & quantitative abilities. Love motivating and helping people. Maintain very healthy relation at every workplace. Key interest in TQM, 5S, Lean Operations, Six Sigma, Kaizen of Operations Management.

## WORK EXPERIENCE

### BYJU'S – Business Development Associate

29<sup>th</sup> September '20 – 10<sup>th</sup> August '21 | **Kolkata, WB**

1. Responsible for business development in the Eastern region for India's largest and fastest growing Ed-tech company.
2. Handled 360 customer touchpoints - led sales, marketing, customer service for clients, even discussed financial plans.
3. Planned marketing initiatives and leveraged referral networks to promote business development.
4. Often had to teach BYJU'S students for ensuring a good after-sales service.
5. Boosted revenue by cementing relationships with new clients and optimizing servicing of existing customer accounts.
6. Yielded 250% of target in first 2 months of field sales. Accelerated to weekly and bi-weekly targets.

### Cognizant – Programmer Analyst

28<sup>th</sup> January '17 – 28<sup>th</sup> June '19 | **Chennai (TN), Kolkata (WB)**

1. Responsible for understanding and analysing the requirement of the client, testing all the functionalities before and after every software version release and ensuring minimum defects and seamless operation.
2. Operated daily client meetings, meet deadlines, submit day-end consolidated reports on-site, learn the technology better.
3. Orchestrated a project consisting of seniors as per client's instruction and arbitrated inter-company conflict that was causing productivity issues for one of the biggest US Banking clients.
4. Completed the project with zero defects in testing, increased the productivity by 17% and received multiple appreciations and recognition from both the client and the on-site team.

### YOUTHID – Business Support Analyst (Intern and Live Project)

January '20 – September '20 | **Kolkata**

1. Steered multi-spectral responsibilities in both retail and e-commerce operations of the start-up to boost its business and start its online operations.
2. Performed Competitor Analysis, Pricing Strategy, Inventory Management & Stock Analysis, Coordinating with Technical Team, Website Testing and Analysis, Content Writing (Wikipedia, Quora, Blog), Brochure and Tent Card designing.
3. Rendered on-demand support to the owner, connecting executives with appropriate management personnel to address concerns, bridging the gap between business and technological requirements.
4. Refined the retail operations to optimise its operational cost and enhance customer footfall and devised strategies to achieve profitability in 2 months of revamping. Improved the product categorisation of the e-commerce operations. Resulted both the website and the application going live merely after 3 months.

## EDUCATION

### Taxila Business School – PGDM (Operations, Marketing)

July '19 – August '21 | **Jaipur, Rajasthan**

- CGPA - 9.39/10
- Assisted the placement cell as a placement coordinator and the management for reviewing course curriculum
- Awarded Best All-rounder from VIVO for the best all round performance in the Cultural Event "Lamhe".

### Hooghly Engineering and Technology College

August '12 – June '16 | **Hooghly, WB**

- CGPA - 8.24/10
- Elected as Cultural Head for Student's Cultural Committee and managed every Cultural Events.
- Rewarded multiple prizes in Tech Fests.

## SKILLS

- |                                  |                        |                       |                       |
|----------------------------------|------------------------|-----------------------|-----------------------|
| ✓ Strategic Planning & execution | ✓ Product Knowledge    | ✓ Public Speaking     | ✓ MS Office           |
| ✓ Data Analysis using Excel      | ✓ Performance Analysis | ✓ Student Counselling | ✓ Leadership          |
| ✓ Training and Development       | ✓ Programming Concepts | ✓ Project Management  | ✓ Conflict Resolution |

## ACCOMPLISHMENTS

- 1st Prize in High School Science Exhibition & Model Competition (Dec '10).
- 1st Prize in Tech Master (Model Display) (Mar '15).
- Zero defect project completion.
- Highest Revenue achievement in the 1<sup>st</sup> week of Direct sales with achievement greater than 500%.
- 30+ Coursera Certifications in 2020.

## CERTIFICATIONS

- |  |                         |                          |
|--|-------------------------|--------------------------|
| ✓ Data Analysis using Advanced Excel   | ✓ Leading Organizations | ✓ Supply Chain Logistics |
| ✓ Brand and Product Management         | ✓ Influencing People    | ✓ Public Speaking        |
| ✓ Excel Skills for Business Essentials | ✓ Leading Team          | ✓ Business English       |