



# ARPAN PAUL

MBA (Marketing & Digital Marketing)-BIBS

MBA Marketing graduate with a strong focus on marketing analytics, strategic planning, digital marketing, and business optimization. Skilled in leveraging data insights, market research, digital marketing strategies, and automation tools to drive informed decisions and support scalable growth.



arpan.paul23-25@bibs.co.in



7003613408



886/1 S.V.Road 6th lane Birati,  
Kolkata, India, Kolkata, India



02, January 1998



linkedin.com/in/arpan-paul-  
b2a515283

## SKILLS

Team Management

Relationship Management

Distribution Management

Operations Management

Digital Marketing

Data Analytics

## LANGUAGES

English  
Full Professional Proficiency

Hindi  
Full Professional Proficiency

Bengali  
Native or Bilingual Proficiency

## INTERESTS

Music

Cricket

Travel

Swimming

## WORK EXPERIENCE

### Relationship Manager ICICI Securities

06/2025 - 08/2025

Achievements/Tasks

- I work with high-net-worth individuals to provide personalized financial advice and investment solutions across AIFs, PMS, Mutual Funds, and Equities. I focus on building strong client relationships, conducting regular portfolio reviews, and ensuring alignment with their financial goals.

### Sales Intern Coolberg Beverages Private Limited

04/2024 - 06/2024

Achievements/Tasks

- Supported sales operations at Coolberg by ensuring product availability through effective coordination with distributors and retailers.

### Sales Intern ITC Limited

10/2023 - 10/2023

Achievements/Tasks

- Sales Intern at ITC Ltd for a two week FMCG project named "Force 60". Enhanced visibility, assessed distribution, ensured availability and drove business growth.

### Content Writer Royal Research

11/2021 - 12/2022

Achievements/Tasks

- My job role as a content writer was to develop and write academic content for various subjects, conduct secondary research from credible sources, manage deadlines and prioritize tasks efficiently.

## EDUCATION

### PGPBM + MBA Bengal Institute of Business Studies-VU

06/2023 - 08/2025

74%

### Bachelor of Commerce Maharaja Manindra Chandra College- CU

2016 - 2019

47%

### XII- ISC The Central Modern School

2015

66%

### X- ICSE The Central Modern School

2013

61%

## CERTIFICATES

NISM-Series-VIII: Equity Derivatives Certification from NISM (2025)

NISM-Series-VII: Securities Operations and Risk Management Certification from NISM (2024)

NISM-Series-V-A: Mutual Fund Distributors Certification from NISM (2024)

Advanced Excel from HPE Education Services (2022)