

SOHINI SAHA

BBA GRADUATE | MARKETING AND DATA ENTHUSIAST

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SUMMARY

Detail-oriented BBA graduate with a strong foundation in marketing strategy, data analysis, and consumer behaviour. Experienced in managing and interpreting high-volume customer data, during my work at Teleperformance. Combined with my academic research experience, it helped develop required skills to recognise trends, organise complex information, and translate raw data into meaningful insights.

PROFESSIONAL EXPERIENCE

Customer Service Associate – Teleperformance

April 2024 – November 2024

- Started in a B2C customer support role, handling high-volume consumer queries related to billing, service issues, and account updates.
- Analysed recurring customer issues & maintained accurate records of customer interactions, escalations and follow-ups to support service continuity.
- Later transitioned to the B2B support process, assisting small and mid-size businesses with account operations, service escalations, and data accuracy checks.
- Managed more complex queries from business clients, which improved problem-solving, data interpretation, and communication skills.
- Met key performance metrics across both B2C and B2B teams, maintaining high quality communication, accuracy, and timely resolution.

EDUCATION

iLEAD, MAKAUT

Bachelor of Business Administration (BBA)

2022-2025

Techno India Group Academia, WBCHSE

Commerce

2020-2022

Techno India Group Public School, CBSC

Till 2020

VOLUNTEER WORK

Apeejay Oxford Book Stores

Delegate Manager | 2023 & 2024

- Coordinated delegates, including arranging and managing travel and accommodation.
- Managed event help desks and provided on-spot troubleshooting during event.
- Supported communication between organisers, speakers, and attendees.
- Supported registration, check-ins, scheduling, and attendee engagement.

RESEARCH EXPERIENCE

The Role of Durga Puja in Shaping Seasonal Marketing Campaigns in Kolkata

Dissertation Project, iLEAD 2025

- Researched how different cultural festivals like Durga Puja shapes seasonal marketing strategies.
- Analysed campaigns of national and international brands.
- Studied consumer behaviour and festive engagement trends.
- Organised qualitative and quantitative data for insight generation.
- Delivered research findings through structured presentations.
- Created visual summaries and charts to present findings.

SKILLS

Market Research Basics

Consumer Behaviour Understanding

Data Interpretation & Trend Analysis

Report Creation & Presentation

Communication Skills

Problem-solving

Time Management

Critical Thinking

Microsoft Office

Canva

Mendeley

Power BI