



## ANISHA MONDAL

DOB: 14.08.2002 Gender: Female

E-mail: anisham2024@calcuttabusinessschool.org Contact No: 6290360913

Address: Khardah, Rahara, Sarada Pally, 24 PGS (N), Kol – 700 118



### EDUCATIONAL QUALIFICATION

Year	Examination	Institute	Board/University	Percentage
2026	PGDM (Finance & Marketing)	Calcutta Business School	AICTE	Pursuing (78)
2023	B. Com (Hons)	Goenka College of Commerce & Business Administration	C.U.	83
2020	XII	Barrackpore Girls' High School	W.B.C.H.S.E.	87
2018	X	Barrackpore Girls' High School	W.B.B.S.E.	80

### WORK EXPERIENCE

ICA EDU SKILLS PVT LTD | DEPUTY PROCESS EXECUTIVE

SEPTEMBER'23 - JULY'24

#### Job Responsibilities-

- Designed mock tests, JET papers, and learning assessments.
- Uploaded and managed content on ICA learning apps.
- Contributed to video script writing and basic video content creation.
- Supported R&D and testing of educational tools and simulations.

#### Achievements-

- Created over 5000+ mock questions across subjects.
- Participated in ICA simulation tool testing for quality assurance.
- Received appreciation gifts for outstanding performance.
- Contributed to multiple high-impact student content projects.

### SUMMER INTERNSHIP

RELIANCE RETAIL - YOSTA | MARKETING INTERN

APRIL'25 - JUNE'25

#### Job Responsibilities-

- Managed customer queries, relationships, and daily sales targets.
- Analyzed customer behavior to boost service and sales.
- Handled BOH tasks: GRN, GRDC, encoding, billing, POS.
- Supported offers, visual merchandising and "Starring Now" displays.

#### Achievements-

- Achieved total sales of ₹4,12,111 during internship.
- Met and exceeded sales targets consistently.
- Recognized for handling high-value bills effectively.
- Improved communication and customer engagement skills.

## KEY PROJECTS

- **LIVE RETAIL MANAGEMENT PROJECT:** Gained hands-on experience in retail operations, customer behavior analysis, and in-store strategy implementation during a live retail setup.
- **DIGITAL MARKETING & SOCIAL MEDIA CAMPAIGN PROJECT:** Created a brand with company name, designed a website, and launched Instagram & Facebook pages with campaign videos to promote products/services, increase engagement.
- **SCIENCE CITY REVENUE STRATEGY ANALYSIS PROJECT:** Analyzed existing revenue streams and proposed innovative strategies to enhance revenue generation at Science City.

## ACHIEVEMENTS

- Winner – Brand Blitz Bonanza Campaign Competition
- Bank of Baroda Achievers Award 2025

## CERTIFICATIONS

- Data Visualization with Power BI - Great Learning, 2025
- Sales Forecasting – HP LIFE, 2025
- Social Media Certified – HubSpot Academy, 2025
- Microsoft Excel – Coursera, 2024
- Certified Industrial Accountant Course – ICA, 2024
- Fundamental of Digital Marketing – Google, 2024

## SKILLS

- **Technical Skills:** Microsoft Office, Tally Prime, Direct Tax, Digital Marketing, Power BI.
- **Soft Skills:** Customer Relationship Management, Business Communication, Time Management, Flexibility, Adaptability.

## INTERESTS

- Mindfulness Practices
- Volunteering in Community Outreach
- Creative Expression