



## ARINDAM MAITY

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### EDUCATIONAL QUALIFICATIONS

YEAR	EXAMINATION	INSTITUTE	BOARD/UNIVERSITY	PERCENTAGE
2026	PGDM (Finance and Marketing)	Calcutta Business School	AICTE	Pursuing (61)
2023	BBA	Nopany Institute of Management Studies	MAKAUT	82
2020	XII	The New Horizon High School	WBBHSE	76
2018	X	Andhra Association High School	WBBSE	64

### INTERSHIP EXPERIENCE

RELIANCE RETAIL, YOSTA | MARKETING INTERN

APRIL '25 - JUNE '25

#### Key Responsibilities:-

- Conducted in-depth analysis of customer lifecycle management to identify behavioural trends and retention strategies.
- Assisted in evaluating and streamlining in-store operations to improve customer experience and sales efficiency.
- Analysed customer lifecycle and engagement data to support targeted marketing and loyalty strategies.

#### Achievements:-

- Improved product visibility by aligning customer behaviour insights with in-store display strategies.
- Contributed to a 15% increase in footfall during promotional campaigns through floor and inventory analysis.

### KEY PROJECTS

- **AIRTEL RPO:** Supported recruitment and candidate screening for Airtel under the RPO model.
- **REVENUE GENERATION PROJECT:** Conducted on-site evaluations with the team to identify potential growth opportunities.

### CERTIFICATIONS

- Data Visualization with Power BI - Great Learning, 2025
- Fundamental of Digital Marketing - Google Garage, 2024
- Certificate in Web Designing, 2024

### SKILLS

- **Technical Skills:** Microsoft Office, Tally 9, Digital Marketing, Power BI.
- **Soft Skills:** Communication Skills, Time Management, Adaptability, Problem-Solving Ability, Flexibility.

### INTERSTS

- Volunteering in Community Outreach
- Documentary Analysis