

# ADRITA LAHIRI

## MBA Student



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## EDUCATION

**MBA – Marketing & Business Analytics**  
Birla Global University, Bhubaneswar  
2024 -2026

**Bachelor of Business Administration (Marketing)**

Shri Shikshayatan College, Kolkata  
2021 -2024

**12th– CBSE, Commerce**

Hem Sheela Model School, Durgapur  
2019 -2021

**10th– CBSE**

Hem Sheela Model School, Durgapur  
2019

## LANGUAGES

**English**

Proficient

**Hindi**

Proficient

**Bengali**

Proficient

## SKILLS

- Microsoft Excel
- Canva
- Client Handling & Support
- Team Coordination & Communication
- Problem-Solving
- Leadership

## SUMMARY

MBA candidate specializing in Marketing with hands-on experience in data analysis and business problem-solving. Adept at translating business requirements into actionable insights. Skilled in Microsoft Excel, with experience in customer behavior analysis, market research, and process improvement. A proactive team player with strong communication and stakeholder management skills.

## INTERNSHIP

**Summer Marketing Intern** 06/2025 - 07/2025  
Indian Oil Corporation Limited, UP State Office

- Conducted data-driven analysis of customer and dealer behavior for the XTRAPOWER Fleet Card program
- Identified adoption gaps and operational inefficiencies using survey and field data
- Generated 100+ leads using CRM tools, improving conversion pipeline efficiency
- Recommended process improvements and loyalty strategies based on analytical insights.

**Business Development Associate** 05/2023 - 03/2024  
Cube.ai

- Managed CRM-based lead tracking and engaged 200+ prospects via LinkedIn and email outreach
- Scheduled 50+ business meetings through structured qualification processes
- Improved lead conversion rate by 15% through cross-functional collaboration.

**Business Development and Research Intern** 03/2023 - 04/2023

Younity.in

- Performed market research and competitor analysis to identify growth opportunities
- Generated 100+ leads through integrated campaigns
- Contributed to a 10% increase in enrollments through targeted pitching

## KEY ACHIEVEMENTS

- College Topper 2021-2024 in BBA (Hons)
- Highest Marks in Marketing Specialisation in BBA (Hons)

## ACADEMIC PROJECTS

- An Empirical Study on Traveler Perception and Booking Intentions Toward Backpacker Hostels in India
- Vendor Viability Study – Bhubaneswar Market: Assessed small vendor challenges and created actionable strategies for sustainable growth through efficient operations.
- Customer Satisfaction Study – MakeMyTrip: Evaluated customer service gaps and recommended process improvements for faster query resolution.

## CERTIFICATIONS

- Ms Excel, Younity.in
- Introduction to Social Media Marketing, Meta

## MEMBERSHIPS

- Core Committee Member – Alumni Student Relations Committee
- Editorial Team Member – Alumni Newsletter
- International Conference Brochure Editorial Team Member
- NSS Core Committee Member (Team Lead)
- Core Member – Stage Events, Anchoring (Annual Fest, BGU)

## INTERESTS

Passionate about travelling, exploring local cuisines, and learning diverse cultural lifestyles. These experiences fuel my curiosity and deepen my understanding of global perspectives and human connections.