

Dibyajyoti Das

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SUMMARY

PGDM (Marketing) graduate with B. Pharm background, combining pharmaceutical domain knowledge with marketing, sales, and data analytics expertise. Proven impact in revenue generation (15L+), conversion optimization (+22%), and large-scale client analysis (900+ profiles). Skilled in CRM, market research, brand positioning, and KPI tracking. Strong fit for pharma marketing, generics, and FMCG roles with a data-driven approach to go-to-market strategy.

CORE SKILLS

Market Research | Brand Management | Product Marketing | Go-to-Market Strategy | Competitive Analysis | STP (Segmentation, Targeting, Positioning) | KPI Tracking | Sales Funnel Optimization | Lead Generation | CRM (Lead Management) | Data Analysis (Excel) | Business Analytics | Customer Acquisition | Channel Sales | B2B & B2C Sales |

INTERNSHIP

[Aditya Birla Capital \(Kolkata\)](#) | Life Insurance Advisor | Apr 2025 – Jun 2025 | Kolkata, India

- Analyzed 900+ client profile to recommended tailored insurance solutions.
- Generated 15L+ revenue through strategic sales and channel partnerships.
- Managed 600+ leads using CRM and Excel, improving conversion rate by 22%
- Delivered product pitches and trained advisors to enhance performance collaborated with teams to align sales strategic and achieve targets.

[Dr. Reddy's Laboratories](#) | R&D Trainee | Jul 2022– Aug 2022 | Hyderabad, India

- Assisted in tablet formulation and quality assurance documentation.
- Worked on pharmaceutical packaging and process efficiency.
- Ensure compliance with quality and regulatory standards.

[Gluconate Health Limited](#) | R&D Trainee | Jan 2022 – Feb 2022 | Kolkata, India

- Learned tablet and liquid formulation and pharma packaging process.
- Focus on quality standards and operation efficiency.

PROJECT

- [Paper Boat - Brand Perception & Market Research Study](#) –
Market Research Surveyed 314 respondents (ages 19–24) on brand perception and positioning. Compared brand metrics with Tropicana and Real using data-driven insights. Suggested improvements in sampling and marketing communication. Delivered a report supporting brand strategy and market growth.
- [Baskin Robbins - Brand Positioning & Marketing Strategy](#) –
Marketing Management Analyzed premium ice cream market vs Amul, Kwality Wals, Mother Dairy. Assessed pricing, product mix, and promotions for market competitiveness. Evaluated consumer engagement and loyalty programs. Provided insights on brand differentiation and sales growth strategies.

EDUCATION

[PGDM – Marketing](#) | Praxis Business School, Kolkata | **Percentage– 70.06%**

[B.Pharm](#) | NSHM Knowledge Campus, Kolkata | **Percentage – 84.30%**

[Class XII](#) | Naktala High School, Kolkata | **Percentage – 73.80%**

[Class X](#) | Naktala High School | **Percentage – 84.71%**

CERTIFICATION

[IC38](#) - Certification Cleared the IRDAI IC38 insurance agent exam, gaining strong knowledge of insurance and financial advisory fundamentals.

[Digital Marketing](#) - Learned basics of SEO, SEM, social media, email marketing, and content strategy.

