

Joyita Banerjee

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Aspiring to transition my career as a Business Analyst in a reputed organization.

Skills Summary

- **Languages:** Python, SQL
- **Tools/Platforms:** Power BI, Tableau, IBM Cognos, SPSS, IBM Watson Studio, SPSS Modeler
- **Presentation Skills:** MS Excel, PowerPoint, Canva
- **Soft Skills:** Analytical Skills, Problem-Solving Skills, Team Player, Adaptability

Employment/Internships

- **Spyne.ai** *Sep '24 – Feb '25*
Sales Development Representative Intern
 - Pitching the SaaS product through cold calling and cold emails to leads on CRM (HubSpot).
 - Keeping data updated on the CRM and further enriching newly assigned accounts.
- **Boomtown IT Services PVT LTD** *Jun '22 – Mar '23*
Digital Marketing Trainee
 - Conducting email campaigns to generate lead.
 - Taking care of On-Page and Off-Page SEO of clients' websites.
 - Managing clients' social media to maintain brand image.
 - Writing both short and long form contents for clients.
- **Data Flair Private Limited** *Mar '22 – May '22*
Digital Marketing Intern
 - Handled On-Page and Off-Page SEO.
 - Managed the company's social media handles.
- **PetSutra** *Dec '21 – Feb '22*
Content Marketing and Management Intern
 - Worked with content writers to curate content.
 - Handled Content Management System (Custom Made).
 - Worked with the SEO Agency to recommend and implement On Page SEO.
 - Written long form content for the company website.

Training

IBM *Jan '24*

Industrial Training in Business Analytics Overview:

About: Acquired hands-on experience in loading, cleansing, visualizing and analyzing data for organizational growth. Proficient in utilizing Power BI, IBM Cognos and Excel for data visualization and analysis.

Education

- **Lovely Professional University** *Punjab, India*
MBA – Business Analytics and Marketing; CGPA: 7.31 *since Aug '23*
- **Techno India University** *Kolkata, West Bengal*
BBA; Percentage: 65% *Apr '17 – Mar '20*
- **Aditya Academy Senior Secondary School** *Kolkata, West Bengal*
Higher Secondary; Percentage: 71.4% *Apr '15 – Mar '17*