

# Joyita Banerjee

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

## Skills Summary

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- **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

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- **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

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**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

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