



ANITESH PAUL

MBA IN MARKETING

CONTACT

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Newtown, Kolkata

SKILLS

Project Management

Public Relations

Teamwork

Time Management

Leadership

Effective Communication

Critical Thinking

Digital Marketing

TECH SKILLS

Tally ERP

Advance Excel

DITA

MS word

MS PowerPoint

Power BI

LANGUAGES

Bengali (Fluent)

English (Fluent)

Hindi (Fluent)

HOBBIES

Drawing

Listening music

Travelling

Cooking

PROFILE

I am a highly motivated professional with a solid foundation in finance and accounting, I am now seeking to leverage my analytical skill, financial understanding, and a strong aptitude for marketing to pursue an MBA in Marketing. Experienced in developing new plan for growth and reach, customer acquisition, and lead generation due to working closely with management team.

Possess exceptional communication and interpersonal skills with a proven ability to work independently and as part of a team. I have done internships (Haleon Ltd). Looking to leverage my skills and experience to contribute to the success of a dynamic organization.

EDUCATION

Master of Business Administrations In Marketing

2023 - 2025

EIILM College | Vidyasagar University

Aggregate %: 74%

Bachelor of Commerce (Accountancy Hons)

2020 - 2023

Michael Madhusudan Memorial college | Kazi Nazrul University

Aggregate %: 85%

INTERNSHIP

Haleon Public Limited Company

May 2024 - July 2024

During my internship, I have done different kinds of activities such as establish a retail universe for healthcare product, identify distributions gaps, track in-shop visibility and distribution salesman working efficiency and also track availability of competitive brand. In two month i can also help to done two BTL activity with my Territory sales Executive where launch new product.

HDFC BANK – PROJECT TRAINEE

Worked as a Project Trainee in the personal Banking division, where I assisted with customer onboarding, KYC verification, and cross selling of banking products. I gained exposure to core banking operations and services handling under branch supervision. Additionally, I supported lead generations and customer relationship initiatives, while acquiring hand-on experience in sales reporting and managing customer portfolio.