



Sourav Paul

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CAREER OBJECTIVE

MBA graduate with specialization in Finance and Marketing, proficient in data analysis, customer segmentation, and market research. Experienced in executing marketing strategies, enhancing customer retention, and driving measurable business growth. Skilled in using analytical tools. Certified in Digital Marketing, Financial Analysis, and Leadership Skills. Adept at solving complex challenges with a focus on innovation and business optimization.

KEY COMPETENCIES

Data Analysis | SPSS | Digital Marketing | Canva
| Power BI | MS Excel | MS PowerPoint | MS Word |

INTERPERSONAL SKILLS

Team Leadership | Time Management |
Adaptability | Problem-Solving | Negotiation
Skills | Communication Skills |

INTEREST AND HOBBIES

Reading | Travelling | Marketing Research |

LANGUAGES KNOWN

English | Hindi | Bengali

PERSONAL DETAILS

Mother's Name: Moni Paul
Father's Name: Purna Chandra Paul
D.O.B: 09/01/2003

EDUCATION

Master of Business Administration | Finance and Marketing | Chandigarh University, Mohali | Session: 2023-2025 |

Bachelor of Science in Physics (Kolhan University) | Ghatsila College, Ghatsila | Session: 2019-2022 |

Intermediate (Jharkhand Academic Council) | Ghatsila College, Ghatsila | Session: 2017-2019 |

Matriculation (Jharkhand Academic Council) | B D S L S Vidya Mandir, Mosaboni | Session: 2016-2017 |

TRAINING AND INTERNSHIP

Times of India | Management Trainee Intern
Jun 2024 – July 2024

- Managing potential customers daily and achieving a 15% sales conversion rate by effectively engaging with leads and maximizing product sales.
- Developed and implemented a customer segmentation strategy using **ABC analysis** and **forecasting methods** based on past experiences, optimizing lead prioritization and enhancing product sales effectiveness.
- Focused on **retaining churned customers** by offering tailored incentives, addressing their concerns independently or escalating to senior management when necessary, and achieved a 15% retention rate.
- Redesigned a time-efficient customer feedback form by removing non-essential questions, enabling the collection of 100 responses, which were submitted to the company for future forecasting and product improvement.

PROJECT

Study on Social Media's Impact on Adult's Mental Health

- Conducted research on the mental health effects of social media on adults.
- Identified key trends linking social media usage to anxiety and depression.

CERTIFICATIONS

GOOGLE

- Google Analytics for Beginners.
- Google Digital Marketing & E-commerce.

University of Illinois Urbana-Champaign

- Financial Analysis - Skills for Success

THE TIMES OF INDIA

- Outstanding performer in Internship.
- Guardian of Tricity

EXTRA CURRICULAR & CO-CURRICULAR ACHIEVEMENTS

- Member - NSS (National Service Scheme) 2019-2022.
- Attended Special Camp - NSS (National Service Scheme).
- Awarded by Chandigarh University for Social Media Marketing.
- Participated in Skit Competition in CU Fest.
- Participated in Xuberance 3.0 in Chandigarh University.