

The boss – college essay



**ASSIGN
BUSTER**

Kamonasish Aayush Mazumdar com MBA from IMT Ghaziabad in Marketing Strategy & Economics Specialities: Marketing Strategy & Sales MBTI Type: ENTP Global Big 5 Type: SLUAI MBA from IMT Ghaziabad in Marketing Strategy & Economics Specialities: Marketing Strategy & Sales MBTI Type: ENTP Global Big 5 Type: SLUAI Ph No: 09853199187 <http://www.linkedin.com/in/7thsense> PROFESSIONAL EXPERIENCE| 1. Aircel Emerging Leaders Program (Management Trainee)2. Assistant Marketing Manager - Aditya Enterprises3.

Management Intern - Future Brands| Management Trainee Marketing Management Brand Management| May 2012 to Present May 2009 to May 10 April 2011 to June 11| | For Aircel's Emerging Leadership Program: Management Trainee The Aircel Emerging Leaders Program is a Business Leadership Management Trainee Platform that hopes to scout the very best talent from the top 10 B-Schools in India and make them, as the title suggests, Emerging Leaders, by developing the potential that the company sees in them by Cross-Functional training in Sales, Marketing, Customer Service and Finance, intending to make Future Industry Leaders out of them. Sales Stint - Implementing Better Sales Strategy for Kolkata by studying all variables while keeping focus on Customer Acquisition Quality and Dispersion. Directly Reporting to Circle Business Head. * Marketing Stint - Achieving Incremental ARPU in the Youth Segment via Innovative U&R, VAS & Brand Strategy by carefully looking at customer segmentation, profiling and usage behaviour. Interacted with cross-functional teams of NPD, GTM, U&R, VAS, Brand and Device teams on daily basis and was directly reporting to Regional Head of Marketing / Regional CMO. Finance Stint - Better OPEX

planning & cost delivery for Emerging circles. * CS Stint - Reducing Customer Barriers and Pain points for Increasing Self-Service Adoption. Reporting to National Functional Head. Team Handled - 21 People Directly (On Roll). 207 Indirectly (Off Roll)| was also adjudged the best MT in the Sales and Marketing stint out of all the 10 nationally hired MTs from the top most b-schools in India. Garnered 8 Recommendation Letters during my Sales & Marketing stint in Kolkata from the Kolkata and West-Bengal Team of Aircel for my contribution to the operating circle.

For Future Brands: Brand Consulting - Marketing * Build branding strategy for the creation of a premium men's wear brand that can be successful India over. * Understanding masculinity in order to use the insights into building a premium men's wear brand. . To get insights into how the construct of masculinity has varied across timelines and geographies of India. | For Aditya Enterprises: Marketing * Handled Creative Strategy of clients and Execution of mostly ATL and some BTL * Account Management of top clients and incremental business collaboration * Helping clients deliver on market strategy

Team Handled - 6 People Directly (On Roll). 45 (Off Roll) INDUSTRY LINKED PROJECTS UNDERTAKEN| 1. Industry Consulting Project for Future Brands on successfully creating a mass brand from a premium brand for a FMCG brand by studying brands that have successfully saddled their brand positioning. 2. Academic Project on Branding Somalia for the purpose of tourism. 3. Academic Project on Ambient Advertising i. e. of placing advertising in unusual and unexpected places with unconventional methods. EDUCATION| Qualification| College/ University| Year| |

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PGDM-MBA PGDBL| IMT GhaziabadNUJS, Calcutta (Continuing)| 20122013| |
BBA| Govt Department of Business Administration, Utkal University| 2009| |
XII X| ISC, St. StewartICSE, Venkateshwara| 20062004| | | | | OTHER
PROFESSIONAL QUALIFICATIONS| * Certified Associate Management
Consultant from Zenesys, Boston, USA. * Certification in Design Thinking and
Innovation from Industrial Design Centre, IIT, Bombay. * Certificate Course in
Digital, Mobile and Social Media Marketing, Authorized by IAMAI (Cont).
ACADEMIC & INDUSTRY ACHIEVEMENT AWARDS| Top 5 in Asia's Largest
Techno-Management Festival IIT Kharagpur-VGSOM Kshitij 2007 Business
Strategy Competition and was the youngest ever finalist. * Asia Finalist for
the prestigious Hult Global Case Study Challenge which was held at Dubai
where we competed with the likes of Wharton, Stanford, Harvard, INSEAD,
Yale, HKUST etc. * Top 4 in Asia's Largest Techno-Management Festival IIT
Kharagpur-VGSOM Kshitij 2007 Product Marketing Competition and was the
youngest ever finalist. * IIM Calcutta Entrepreneurship Ideas to
Implementation Competition All India Finalist, Year 2012 (Selected). Gold
Medalist & 1st Prize winner in Business Acumen Competition 2009 edition of
IBCS. * 1st Prize winner in University Business Quiz 2009 edition in
Crossroads 2009. * Top 5 in Asia's Largest Techno-Management Festival IIT
Kharagpur-VGSOM Kshitij 2008 Brand Image Competition. * Youngest finalist
of India's biggest business quiz, TATA Crucible, finishing in the top 7 in the
year 2009 of the State round. * 1st prize winner in state level Quiz
competition organised by All India Oil Industry conglomerates (IOCL, HPCL,
BPCL & IBP RED) in the year 2000. 2nd prize winner in state level Essay
competition organised by All India Oil Industry conglomerates (IOCL, HPCL,
BPCL & IBP RED) in the year 2000. * Top 10 in Debating Competition held in
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KIIT University, 2007. * Silver Medalist & 2nd prize winner in General Quiz by RACE org. in the year 2001. * Certification of Excellence in scholarship examination conducted by association of ICSE schools in the year 1998. * 2nd Prize winner in Corporate Debate Competition held at State Level Competition. * Certification of Excellence in scholarship examination conducted by association of ICSE schools in the year 2000. 2nd prize winner awarded for quiz in Inter-School quiz competition in the year 2002. * Top 8 of the state round in India's biggest business quiz TATA Crucible in the year 2010. * Highest scorer for the subject of Integrated Marketing Communication amongst 300 students at IMT Ghaziabad. EXTRA CURRICULAR ACTIVITIES| * Certification for performance in social interactive theatre forum named " Theatre for Change" under guidance of Nicole Suchanek and Stephan Blanche from Dortmund University, Germany who were taught by Augusto Boal, a Nobel Peace Prize nominee, in Collaboration with Bakul Foundation. Part of District team which was placed 2nd in the Inter-State Football Finals at Sub-Junior Level. * 1st Prize for being the best upcoming guitarist in a Rock Band Competition. * Awarded possible 4.5 out of 9 in the regional round of The Telegraph School Chess Championship, 2002. * Gold Medalist for creative writing from Kala Kendra on the occasion of Rabindra Jayanti. * Certification From Bakul Foundation on volunteering for Summer Creativity Camp which helped under-privileged and Special needs kids to learn Theatre, Music, Writing, Art and Craft. Tree Plantation & Environment: Part of state's largest tree planting campaign and have been in the creative team for the " Tree for Free" campaign in the year 2009. Also developed a mascot for the campaign called " Tree Man". * Book Donation and Education: Privileged part of India largest book donation campaign with <https://assignbuster.com/the-boss-college-essay/>

the help of Pearson Vue who have donated 300000 books to Bakul Foundation. * Writing: My blog has won an online award for being the best overall blog in the recent past. Other Social Work: Teaching Social Theatre to kids and imparting practical theatrical experience to underprivileged and poor kids. * Member of State's largest international movie and photography club. ADDITIONAL INFORMATION| * Graded A+ by securing 28/30 during my undergrad (BBA) summer internship while working for Sutra Advertising (Partner to Ogilvy ; Mather). * Associate consultant on Consulting Project " De-cluttering the cluttered Indian market space"-How to use strategies in order to create marketing differentiation for products in consumer categories and product lines. Associate consultant on consulting project " New media opportunities in India"-How Facebook, Twitter, Mobile Phones and other regular media can be used differently to accentuate marketing and provide growth. * Associate Consultant on consulting project " Market for Market Analytics"- How the business of market analytics will shape up in India and how to become a major player in the burgeoning sector in India. * Part of the Corporate Communications Group at IMT. Other Personal Information DOB: 12-03-1988 Language Known: English, Hindi, Bengali, Oriya, French (Level 1)