Subhajit Mukherjee

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Age: 23 | Gender: Male

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Career Objective:

Actively seeking opportunity to make a lifelong carrier in Marketing and Sales domain by understanding ever changing consumer dynamics

Academics

Year of Completion	Degree	CGPA / (%)	University/ Institute
2020	PGDM	Marketing, Business Analytics	*7.14(77.2%)*	Institute of Management Technology, Nagpur
2018	B.TECH	Electronics & Communication Engineering	*76%*	St. Thomas College of Engineering & Technology, Kolkata (MAKAUT University)
2014	Class XII	WBCHSE	*81.43%*	Govt. Sponsored Multipurpose School for Boys TAKI HOUSE
2012	Class X	WBBSE	*77.43%*	Govt. Sponsored Multipurpose School for Boys TAKI HOUSE

- Class XII: Among top 15 rank holder in school

Summer Internship

SUMMER INTERNSHIP TRAINEE, **TATA Steel Ltd.**   1st April, 2019 to 24th May, 2019

- Converted unstructured sales data into structured data by using SPSS tool
- Successfully represents Pravesh sales performance analysis using various different performance parameters
- Designed FAQ for Tata Pravesh oyster and canvas windows
- Studied the digital marketing initiatives taken by Tata Pravesh and analysed on various digital marketing tools

SUMMER INTERNSHIP TRAINEE, **Levcon Controls PVT.**   21st June, 2017 to 05th July, 2017

- Performed successful training on testing electrical and electronics components and calibration of various measurement components and tools.

Academic Projects

1. **Identifying critical strategic gap for the brand "Vivanta-by Taj" and developing a Brand plan**
   - Understanding the current brand architecture of Vivanta and the competitive market scenario of the operating brand
   - Identifying the critical strategic gap and designing a new strategic brand plan for the brand Vivanta
2. **Introducing a new bath fitting brand "TAURUS" in Indian market**
   - Creating a new product offerings under a new brand name by identifying the point of differentiation through product features and competitor analysis to offer better value to the target customer
   - Designing a brand positioning strategy and developing a brand identity to launch in the market

Institute of
Management Technology
IMT Nagpur

AACSB

Business
Education
Alliance
Member

3. **Air Pollution Monitoring System using IoT to measure the particulate matter present in air**
   - Project is performed on an IoT based application which monitors and controls the air quality measured by a mq135 sensor and a PM 2.5 (SDS011) sensor.
4. **Optimum Energy Management System**
   - Project is based on an Arduino microcontroller and PIR sensor operating simultaneously to control the energy consumption of a particular specified area.
5. **Vector Quantization and Multi Class Support Vector Machines based Fingerprint Classification, an advance biometric system** [Published on **IEEE conference** on Inventive Computation Technologies (**ICICT 2016**), Coimbatore, India]
   - The proposed system deals with the quantization, directional and positional detailed features of fingerprint images with an advanced neural network technique to obtain preferred accuracy.

Technical Skills

- **Analytical Tools:** SPSS (IBM Statistics 24), SAS (University edition)
- **Enterprise System:** SAP (S4HANA)
- **Representation Tools:** Microsoft Office (2007, 2011, 2016) , Tableau (2019.2 edition)
- **Operating Systems:** Microsoft Windows (XP, 7, 8, 10)

Extra-curricular Activities

- Secured **Second** position in zonal level swimming competition at "SANTAR"
- Achieved the **Best parliamentarian** award in "MOCK PARLIAMENT" organized by West Bengal GOVT
- Regular **Cricket** and **Football** team member for my institution

Hobbies

- Reading detective stories
- Playing football
- Swimming

Declaration:

I do hereby **declare** that above particulars of information and facts stated are true, correct and complete to the best of my knowledge and belief.

Date: 17/11/2019   Signature:
Place: Nagpur   Subhajit Mukherjee