

# SAURAV MAJUMDER

**Current Add:** Agartala, Tripura, 799007, North East, India



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## Highlights:

- Advance excel • Marketing • Tableau • Research
- Microsoft Powerpoint • Dashboards • Presentation

## Professional objective:

- Open & enthusiastic to learn & gain new tools, skills, knowledge.
- To be flexible and adaptable to take on new opportunities in a demanding environment.
- To acquire a challenging position in an organization that encourages teamwork, creativity, innovation & professional growth.

## Area of Interests:

- To communicate the how's and why's regarding service expectations within a company with the customers.
- To analyze customer purchasing habits, returns, and complaints to make adjustments to their customer care strategy as necessary.
- Developing a research strategy and analyzing the search results.
  - To provide useful results through fine visual insights to showcase the strength of the various campaigns launched by the clients.
  - To offer decent and proper marketing strategies to the clients to decide the media channel which is appropriate for campaign launch.
  - To meet clients and understand their marketing goals or outreach.
- Preparing reports having the potential to analyse competitor's strategies, market trends and customer and industry requirements.
- To provide helpful and powerful dashboards which are easy to use at both client and company end.
- Providing meaningful suggestions and ideas to teammates helps in increasing overall company productivity and efficiency.

## Employment & Key Responsibilities:

- **Organization:** Tripura University (A Central University) (Jan-Present)
- **Position :** Guest Faculty
  
- Delivered engaging lectures on various MBA subjects, fostering a deep understanding of core concepts among students.
- Developed effective teaching methodologies, catering to diverse learning styles and ensuring knowledge retention.
- Stayed current on the latest trends and developments in the business world, incorporating them into course content to provide students with relevant and applicable knowledge.
- Utilized interactive exercises, case studies, and group discussions to promote active learning and critical thinking.
- Provided personalized feedback and guidance to students, both in and outside of class, supporting their academic and professional development.
  
- **Company:** Nepa Pvt. Ltd. (Dec. 2018 – Apr 2021) (2 years 4 months)
- **Position :** Project Analyst
  
- Managed data collection & analysis for UK & Nordic clients (Finland, Norway, Denmark, Sweden).
- Led remote communication & coordination with Nepa teams in Sweden & other Nordic countries, also with teams in Miami, USA .
- Ensured project timelines & coordinated with domestic & Swedish parent company.
- Crafted impactful storyline reports for successful campaigns.
- Streamlined processes by analyzing & replacing analysis/presentation tools, boosting efficiency & reducing costs.
- Supported diverse clients across media, food, electronics, telecom, & apparel.
- Skilled in advanced Excel, Power BI, & Tableau.
- Single-handedly managed end-to-end campaign analysis.
- Mentored newcomers on key procedures.
  
- **Company:** Turtlemint Insurance Broking Services Pvt Ltd (4 months)
  
- Worked as an Account Executive from August, 2018 till November.
- Served as primary point of contact for customers & POSPs, deftly resolving product/service inquiries, grievances, and knowledge gaps.
- Proactively identified & qualified high-potential POSPs in designated Indian regions, expanding our network.
- Nurtured strong, collaborative partnerships with POSPs, ensuring seamless business flow and driving topline growth through targeted initiatives.

→ **Entrepreneurial Journey:** Your Barista, Agar Biotic.

- Set up of coffee shop “Your Barista”, introduced coffee beans in retail packets, designed logo & packaging, engaged in creating quality social media advertisements.
- Successfully introduced “Button mushrooms” in premium packaging with a MRP markup of more than 30% than competitors.

## Academic qualifications:

### 2016-18 (Grade - A+)

- Successfully completed MBA in Marketing and Systems from Tripura University which is duly approved and affiliated by the Central University of the country.

### 2013-16 (Grade - A)

- Pursued Bachelor's in Business Administration with Finance from the same institute.

### 2012-13 (Grade A)

- Completed Higher Secondary with Commerce as background from Bhavans, a CBSE affiliated institute.

## Trainings, Outbound exposures, certificates:

Trainings & Outbound tours	Objective	Period
<b>Consumer Psychology (IIT-G)(Swayam/NPTEL)</b>	Study of consumer behavior, their buying patterns, customs and preferences, in relation to consumer products.	8 weeks
<b>Tableau (Online)</b>	Tableau training for data science.	8.5 hours
<b>Tata Consultancy Service (TCS)</b>	English communication & Basic corporate etiquettes	12 days
<b>Outbound tour to Delhi NCR</b>	To have a practical exposure of businesses under corporate environment, learning and cultural immersion.	10 days