

# SAUKTIK CHAKRABORTY

## MARKETING GRADUATE

### PERSONAL SUMMARY

A postgraduate marketing student with a proven ability to effectively communicate, strategize and organise. My career focus is to strive for excellence and embrace the strengths of a diverse community to help develop my career in a virtuous organization. I have a customer centric approach to sales and marketing by creating a cordial rapport with B2B and B2C clients.

### SKILLS

- Leadership
- Fluent English
- Native Hindi
- MS Office
- Communication
- Teamwork
- Quick Learner
- Critical Thinking
- Lead Generation
- Work Ethic
- Time Management
- Presentation
- Report Writing
- Good Listener

### CERTIFICATION

- **Digital Skills: Social Media**
  - Issued by Accenture, Feb, 2020
- **Digital Skills: Artificial Intelligence**
  - Issued by Accenture, Feb, 2020
- **Transformational Leadership Development**
  - Issued by Nottingham Business School, Nov, 2019

### CONTACT INFORMATION:

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### CAREER HISTORY

**Consultant Trainee** **Oct 2019-Jan 2020**  
*Range Communications, Nottingham, United Kingdom,*

- Acted as a team leader to the consulting team of 5 members. My performance and vision were well appreciated by both the supervisors and the team.
- Provided detailed recommendations on how to use social media platforms for B2B marketing.
- Created a 12 month strategic marketing programme for the company with the goal of increasing digital brand awareness.
- Helped in increasing sales and potential customer base.

**Financial Advisor** **Aug 2017-Jan 2018**  
*Karvy Stock Broking Limited, Kolkata, India*

- Sales of financial products like Demat and Trading Account, Company Shares and Mutual Fund.
- Lead Generation by calling and meeting various clients.
- Provided customer service through a customer-centric approach.
- Handled complaints in a solution oriented and calm manner successfully.

**Sales Trainee** **Jun 2016-Aug 2016**  
*Indian Oil Corporation Limited, Kolkata, India*

- Surveyed several car dealers and transporters with questionnaire for market research.
- Understanding the popularity and service satisfaction of Indian oil among the transporters of Kolkata, India.
- After analyzing the data, provided recommendations to the company as per the researched result.



### EDUCATIONAL HISTORY

**Nottingham Trent University, United Kingdom**  
*Master's in Marketing | Jan 2019-Feb 2020*

- Relevant Modules:
  - Marketing Management
  - Driving Marketing Innovation
  - Customer Insights through Market Research
  - Strategic Perspective and Global Environment
- Grade: Aiming for a Distinction

**Techno India, India**  
*Master's of Business Administration | Aug 2015-Jul 2017*

- Relevant Modules:
  - Project Management
  - Consumer Behavior
  - International Marketing
- Grade: DGPA 8.10

**Techno India College of Technology, India**  
*Bachelor's of Technology | Aug 2011-Jul 2015*

- Engineering in Information Technology
- Grade: DGPA 7.38