

Ipsa Basu

Performance-driven individual with a zest for Marketing, Operations and Analytics, excellent persuasion skills and ability to develop valuable ideas, which will foster the company's daily activities, seeking an organization that will utilize this potential, while providing new learning opportunities.



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WORK EXPERIENCE

Marketing Analytics Intern EDP Soft

02/2019 - 05/2019

Kolkata, India

Achievements/Tasks

- Was involved in strategy building for commercialization of the product, BRAVO, with utmost focus on developing and strategizing email campaigns and online marketing.
- Analysing the statistics, performing Trend analysis and segmenting the prospective clients into categories for further lead nurturing and managing relationship with the existing clients.
- Produced communication strategies to meet client's KPIs.
- Prepared weekly reports to track growth and success rates of marketing campaigns.

Software Engineer Accenture

10/2014 - 04/2017

Chennai, India

Achievements/Tasks

- Served as a key member for the software development (ASP .Net) team, as well as the support team by contributing to order cycle management, processing, bug fixing and back-end website development.
- Handled critical client data through DBMS, Unix, SQL and Excel.
- Contributed to innovations and developing automation that served as a major part of the project by reducing manual work and increasing productivity.
- Coordinated with the on-site/off shore teams to execute daily tasks and project quotations.
- Created and maintained a comprehensive database of documented majors and their solutions to enable accurate replication and ensure compliance with standards.

EDUCATION

MBA ICFAI Business School

2018 - 2020

Hyderabad, India

Marketing and Operations

- 7.18 CGPA

B.Tech WBUT

2010 - 2014

Hooghly, India

Electronics and Communication

- 8.61 CGPA

Higher Secondary WBCHSE

2010

Howrah, India

Science

- 67%

Secondary WBBSE

2008

Howrah, India

General

- 76%

SKILLS

SAP SAS SPSS SAAS Python Web Analytics

Google Analytics Facebook Ads Social Media Strategy

Digital Marketing HTML Data Analytics

Data Visualization Advanced Excel SQL DBMS

PowerPoint Microsoft Office Microsoft Suite

Office 365 Linux JIRA ServiceNow SharePoint

PERSONAL PROJECTS

Social Media Marketing Strategist- Armadio India (2018)

- Was involved in online marketing strategy and related content development for the official launch of the website of Armadio India

Business Strategy and Gap Analysis- Amul (2018)

- Performed primary research for analyzing Amul's gap in the Hyderabad market and provided related strategies to fill the gap.

Business Analytics-Consumer Behaviour (2019)

- Understanding and Analyzing customer's buying behaviour in the apparel industry, using SAS (Factor Analysis)

Market Research- SHE Team, Hyderabad (2019)

- Performed primary research to analyse the factors affecting the effectiveness of SHE team, using SPSS (Factor and Regression analysis)

Demand and Capacity Management-Service Sector (2019)

- Performed primary research to understand the demand of S-Grand Inn, Hyderabad and calculate related capacity.

Market Researcher- BMRB (2019)

- Researching and mining data, related to the Refrigeration and Air conditioning industry for further lead generation.

CERTIFICATES

Market Research and Consumer Behavior-IE Business School (2020)

Consumer Decision Process, Marketing Research Data Collection and Analysis

Successful Negotiation: Essential Strategies and Skills- University of Michigan (2020)

Planning, Key Tactics, Creating Contract for successful business negotiations.

Google Analytics (2020)

Data collection, processing and configuration, complex Marketing tools, Goals and Campaign tracking, implementation of Tracking code.

EXTRA CURRICULAR

Hosted and organized various events, handling a team of 110, as a member of Club Maverick, the official marketing club of IBS Hyderabad.

Worked on strategic development of the official website of the club.

Official Chief Editor of the marketing related magazine, Niche, published by Maverick.

Worked as a Social Media Content Marketer for various brands through the organization, GrabLoyalty.