

Rajen Das

Specialization: Marketing

Date of Birth : 28 September, 1995



Work experience

Company name	Location	Designation	Job Role	Duration
Axis bank ltd	Asansol, West Bengal	Business development executive	<ul style="list-style-type: none">• Generate business for the branch• Cold calling• Cross sell• Customer relation	09/2017 - 02/2018
Canara HSBC OBC life insurance	Pune, Maharastra	Sales officer	<ul style="list-style-type: none">• Sell the insurance product to bank customers.• Customer relationship• Making good relationship with the bank employees to get to useful leads	01/2020 - 07/2020
TATA AIA Life Insurance Ltd.	Burdwan , West Bengal	Corporate Account Manager	<ul style="list-style-type: none">• Sell the insurance product to bank customers.• Customer relationship• Making good relationship with the bank employees to get to useful leads	01/2021 – 07/2021

Aditya Birla Fashion and Retail – Pantaloons	Asansol, West Bengal	Intern	<ul style="list-style-type: none"> Understanding consumer mindset towards different brands. Learning various strategies and programs used by different brands to promote and sell their product 	01/06/2019- 31/07/2019
--	----------------------	--------	---	------------------------

Summer Internship Project

Project Title : Study on consumer buying behavior during EOSS

Objectives:	<ol style="list-style-type: none"> 1) To study consumer behavior related to PT brands and Non-PT brands. 2) To compare the quality parameters between the brands. 3) To compare and understand the offers and pricing policies between brands.
Methodology:	<ol style="list-style-type: none"> 1) Questionnaire 2) Online Survey 3) Secondary Data

Education Summary

Academic Level	Stream	Name of Institution & Board/ University	Year of Completion	Percentage (%)	Division/CGPA
MBA	Marketing	Savitribai Phule Pune University (S.P.P.U)	2020	58.63	B+ (6.760 CGPA)
BBA	Finance	Burnwarilal Bhalotia College, Asansol The University of Burdwan	2017	56.4	2 nd
Higher Secondary	Commerce	Dhadka N.C.L Vidya Mandir, Asansol W.B.C.H.S.E.	2014	45.4	3 rd
Senior Secondary	All	Subhaspally Vidyaniketan, Asansol W.B.B.S.E	2012	51.2	2 nd

Academic Projects

Pre induction Project : 'Cashless Transaction'

Project during Graduation : 'Working Capital Management'

Trainings/Certifications/Workshops Attended / Industrial Visits

- Basic Excel, MS Word, MS PowerPoint
- Industry visit: Safe Express, Cotton King, Nandan Dairy, National Stock Exchange, Mahindra
- Institute Visit: NDA, IIM Indore.

Co-curricular / Extra-Curricular Activities

- Played Intra School Football competition.
- Volunteer in Cultural Committee.
- Class Representative in Graduation.

Personal Details

Hobbies : Cooking, Bike riding, Gardening, Pet Nurturing

Languages Known : English, Hindi & Bengali

Contact Information

Contact No: 7908046201/ 9775663518

Mail Id : dasrajen221@gmail.com

