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| **[Sanjana Sengupta](https://www.linkedin.com/in/sanjana-sengupta-21st/)** (MBA, Marketing & Analytics ) Date of Birth – 21/05/1993| sanjanamam@gmail.com | +91-8018724950 |  | Work Experience Pre MBA: 29 months |
| ***Academic Profile*** |
| MBA (PGPM) | 2019-21 | ICFAI Business School, Kolkata | *8.73* |
| B.Tech. (CSE) | 2011-15 | Kalinga Institute of Industrial Technology | *6.63* |
| Class XII | 2010-11 | DAV Public School, Gevra project, Chhattisgarh | *69%* |
| Class X | 2008-09 | DAV Public School, Gevra project, Chhattisgarh | *79.4%* |
| ***SkyBits Technologies Pvt Ltd, Marketing and Business Development Intern (Kolkata)*** | ***14 weeks*** | ***Feb’20 – May’20*** |
| Digital Marketing| Strategy | Team Management | * Analyzed Effectiveness of Various Tools for Marketing Artificial Intelligence Products
* Understood different online marketing tools and how to make different marketing content for an AI product
* Worked on making videos, presentation, brochure and poster for each and every SkyBits’ Artificial intelligence Products
* Applied digital marketing basics knowledge for SkyBits
* Understanding web analytics
* Identified opportunities for SkyBits’ products
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| Key Skills | Market research | Digital marketing | Business Development | Google Analytics |
| ***Accenture, Test Engineering Analyst (Gurgaon)*** | ***29 Months*** | ***July’15– Dec’ 17*** |
| Software testing | Manual Testing includes GUI, Functional, Regression and System Testing | * Extensively worked on Manual Testing of both web and desktop applications, HP Application Lifecycle Management (HP ALM), SQL, and SOAP UI.
* Planning & designing the test cycle, scripting & execution of the test cases and providing ground level analysis & report for testing phase of the project.
* Well versed with preparing and maintaining project metrics, test strategy and workable plan.
* Have experience with the Business Users and the client to test according to their requirements.
* Strong interpersonal skills and positive work ethic with good written and verbal communication skills.
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| Tools | Manual Tester| Quality assurance methodologies | HP Application Lifecycle management | Defect Management Tools: QC | HP Quality Centre | PeopleSoft |
| ***Awards, Achievements and Position of Responsibility*** |
| * Class Representative of Batch 2021(IBS Kolkata).
* Runner- Up for the ‘Chef with Lens’ competition in Brio 2019 of IBS Kolkata.
* Student Scholarship for performance in 1st, 2nd & 3rd semester of PGPM.
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| ***Computer Proficiency & Certifications*** |
| Hard skills | * Python
* Microsoft office , Excel
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| Additional Qualifications and Certifications | * Online course of Analyzing and Visualization Data with Excel from IBS Bangalore
* Career Edge - Knockdown the Lockdown of TCS
* Microsoft Certified Professional
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| ***Other details*** |
| Address | Keventer The North, Flat No-5B,21, Gopal Chandra Mukherjee Road,Paikpara, BT Road, Kolkata-700002 |

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