|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **[Sanjana Sengupta](https://www.linkedin.com/in/sanjana-sengupta-21st/)** (MBA, Marketing & Analytics )  Date of Birth – 21/05/1993| [sanjanamam@gmail.com](mailto:sanjanamam@gmail.com%20) |  +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 | | | | | | |
| 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. | | | | | | |
| 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. | | | | | | | |
| ***Computer Proficiency & Certifications*** | | | | | | | |
| Hard skills | * Python * Microsoft office , Excel | | | | | | |
| 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 | | | | | | |
| ***Other details*** | | | | | | | |
| Address | Keventer The North, Flat No-5B,  21, Gopal Chandra Mukherjee Road,  Paikpara, BT Road, Kolkata-700002 | | | | | | |

LinkedIn profile: <https://www.linkedin.com/in/sanjana-sengupta-21st/>