

# Subhankar Roy

## MBA in Marketing




### ABOUT ME


I am an energetic, ambitious person who has developed a mature & responsible approach to any task that I undertake or situation that I am presented with. As a highly interested MBA graduate in Marketing from ICFAI University with two month of internship experience from Rubber Skill Development Council, I am excellent in working with others to achieve a certain objective on time and with excellence.


### Skills

- Attentive listening and effective oral communication skills
- Great at problem solving
- Ability to quickly create and apply ideas and solutions
- Good leadership Skills
- Team Work

### CONTACT

 Katlamara, Simna  
West Tripura, 799212

 7005450659, 8730032570

 subha.roy0023@gmail.com

### HOBBIES

- Writing Poetry
- Listening Music
- Traveling
- Photography

**Career Objective:** Seeking a position of career guidance in a position which belongs to Marketing background in a reputed organization where I can use all my knowledge and experience in a better way to benefit the organization.

### EDUCATION

**2018-20**

**Master of Business Administration**  
ICFAI University, Tripura  
CGPA: 6.78  
Board: ICF AI University, Tripura

**2015-18**

**Higher Secondary 12<sup>th</sup>**  
Ishanpur Class XII School  
Stream: Arts; 2<sup>nd</sup> division with 55%  
Tripura Board of Secondary Education

**2013-15**

**Bachelor of Arts**  
Swami Vivekananda  
Mahavidyalaya (Mohanpur)  
CGPA: 5.65  
Board: Tripura University

**2013**

**Madhyamik 10<sup>th</sup>**  
Katlamara High School  
3rd division with 45%  
Tripura Board of Secondary

### Work Experience/Internship

#### **Paid Internship:**

(26<sup>th</sup> May-22<sup>nd</sup> July, 2019)

#### **Marketing Research Associate Rubber Skill Development Council**

[It was instructed to visit various rubber industries in different places in Kolkata. So, first of all appointment has been taken from the owner of the rubber industry, then the task was to visit on their industry & had to convince the owner that the schemes launched by the government for them are beneficial for their rubber industry. If the response is positive then the companies are registered under the schemes of NAPS & RPL]

#### **Training/Workshop 22<sup>th</sup> Feb – 24<sup>th</sup> Feb, 2014**

- “Training on Youth Leadership and Community Development (TYLCD)”

By: Nehru Yuva Kendra, Agartala, West Tripura (Ministry of Youth Affairs & Sports, Govt. of India)

- 1-year course of Diploma in Computer Applications from INNOVATE VENTURES; Agartala in 2015
- 6-month course of tally from NIIT; Agartala in 2016

## Extra-curricular Activities:

- Participated in various responsibilities in organizing variety of cultural & competitive events in ICARIA-2K19.
- Participated as the student council member with the post of Public Relation Officer in ICFAI University 2019-20.

## Language Proficiency:

Able to read write & speak in

- English
- Bengali
- Hindi

## Personal Details

Date of Birth: 25-01-1997

Father: Narayan Roy

 Katlamara, Simna

West Tripura, 799212

 7005450659, 8730032570

## References:

### Dr. Prasenjit Dasgupta

Assistant Professor

Faculty of Management Studies

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### Dr. Mamoni Kalita

Assistant Professor

Admission Officer

Faculty of Management Studies

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## Research Project Undertaken:

- **Project Title:** A study on impact of online advertising on consumer behaviour.
- **Organization:** ICFAI University, Tripura.
- **Duration:** 5 Month.
- **Location:** Tripura.
- **Functional Area:** Marketing.
- **Project Description:** An internet broadcast model is what many major advertisers have been waiting for. They want to make Internet advertising more like television advertising. Actually, they want to make it better than TV advertising: all visuals impact of traditional broadcast with the additional value of interactivity. The goal of advertisers is to make their ads more involving. Interactive advertising allows customers to become more involved because they initiate most of the action. Experiences during this interaction will drive brand attitudes. Feedback is one of the strengths of Internet sites, and an effective site captures information from visitors in a systematic way that can be used in strategic planning.

## Industry Visit:

### 1. Britannia Industry Limited

[Dhantula, Rangamati, Guwahati, 2019]

### 2. Jyothi Laboratories Limited

[Amingaon, Guwahati, 2019]

### 3. Supreme Plastic Industry Limited

[Amingaon, Guwahati, 2019]

## Declaration:

I, hereby declare that, all the information given above is true to the best of my knowledge and belief.

**Place:** Kamalghat

**Date:** 19-09-2019

*Subhonkar Roy.*

(Signature)