

Souradipta Mullick Chowdhury

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EDUCATION

IMT Hyderabad
PGDM, Marketing

Hyderabad, Telangana
Graduation Date: April 2022

VIT University
B.Tech, Computer Science

Vellore, Tamil Nadu
Graduation Date: April 2019

WORK EXPERIENCE

I-PAC (Indian Political Action Committee)

Kolkata, West Bengal

Associate Consultant(Campaign Manager)

Feb 2023-Jun 2024

- Detecting the political pulse of different demographic, geographic, and legislative entities through a series of rigorous primary or secondary research initiatives
- Liaised and managed political stakeholders including party leadership(MLA, District president, Block President), post-holders, and workers to provide support, execute central campaigns, and develop networks on the ground
- Completed end to end PRI elections and Lok sabha elections of 4 Districts Securing victory in one of the most difficult Lok sabha seats in West Bengal by a margin of 85,000 votes.
- Sourcing candidates for Panchayati Raj Institutions(PRI) for ballot box voting through secondary research
- Handled a team of 30 researchers for candidate analysis and candidate sourcing for upcoming PRI elections
- Planned, conceptualized, strategized and executed high-impact end-to-end on-ground campaigns; Drafting detailed work plans to handhold implementation in coordination with internal and external stakeholders
- Co-ordinated with various internal teams of I-PAC including digital media, data analytics, strategic research, and operations to achieve campaign aims
- Analyzing assigned assembly constituencies and detecting the political pulse and coming up with political actionables and executing them which helped us get 30 percent more voting numbers for our client
- Analyzing reports and coming up with proper actionables for the stakeholders to ensure campaigns are running smoothly. Increased door-to-door campaign activity(Didir Suraksha Kawaj) of the Bishnupur Assembly constituency from 15% to 40%

Think and Learn Pvt Ltd- Byju's

Vijayawada, Andhra Pradesh

Assistant Manager- Marketing

April 2022 – September 2022

- Planning and managing BTL Campaigns to promote our products, generate quality leads, and ensure revenue generation in our region
- Identify and create partnerships with different organizations to create new channels for marketing; cracking a deal in a local toy store, which resulted in a 4% growth in conversion from the K3 segment
- Planned the execution of brand promotion campaigns in assigned region; generating 50% more leads via Apartment Campaigns with a conversion of 4%
- Co-ordinated with the Sales Team to solve ad-hoc problems and identify marketing opportunities for better results; this collaborative effort helped in improving overall conversion ratio to 4%
- Recruiting, Training, and compliance monitoring of 20+ BDEs across 4 cities
- Analyzing Tableau reports and Data analysis to attain BDE-specific data and give feedback which increased per BDE performance levels to 30 Leads/ BDE(business development executive) and a 4% conversion rate
- Strategically planning Marketing Assets and providing communication to the BDEs for KPI optimization according to the current business objectives

OTHER

Skills: Microsoft Excel | Tableau | Powerbi | Data Analysis | People Management | Analytical skills | Event Management | Campaign Management | Strategic Planning | Budgeting | Liasoning | Stakeholder Management | Research Skills

Interests: Powerlifting, Playing Chess, Analytics, Making T-Shirt Designs

Certifications: Analytics in Marketing, HubSpot Inbound Marketing, Google SEO Fundamentals

Languages: English (fluent), Hindi (fluent), Bengali(fluent)