



Bitopan Kaushik

House No – 5, Gopal Than Path, Gotanagar, Guwahati.
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Profile:-

Young, dynamic, MBA candidate seeking career in Marketing. Resourceful and knowledge about business relationships of reputed companies. Culturally sensitive and nationally traveled. Excellent decision making abilities. Able to generate business understanding the culture. Self-motivated hard-working individual. In-depth understanding of emerging technologies and their commercial applications. Proficient user of word processing and internet programs, along with knowledge of computer networking.

Objective:-

Intend to attain an independent position in the Growth Oriented organization, so that my works are encouraged with befitting rewards and at the same time provide me with an environment where I feel comfortable enough to enhance my inherent creativity.

Education Qualification:-

Presently Pursuing M.B.A. (2 nd semester) Under Department of Business Administration, Gauhati University	Not Applicable
B.A. (Mathematics) P.G.D.A.V. College Delhi University Delhi	59.3%
10+2 Cotton College Guwahati, Assam A.H.S.E.C.	62.2%
10 th Don Bosco High School Dibrugarh, Assam S.E.B.A.	79.8%

Related Experience:-

1. Assisted in organizing trade meetings on behalf of IOCL for marketing a new product called *Petro card*.
2. Drive branding guidelines across the organization with external partners.
3. Devised concepts to enhance management and increase productivity.
4. Ensured adequate inventory levels and assisted customers in purchase.

Honors & Activities: -

1. Instrumental in organizing the External marketing committee of *IOCL*.
2. Played in state level chess competition after being district champion.
3. Active member in establishing an NGO under the name *INSPIRE*

Project Assignments: -

IOCL Fleet Card Marketing.

Synopsis: -

Marketing of a Petro card, which is similar to a Credit card in Transport, related companies where the drivers of trucks or buses can use to pay for fuel. The main objective of IOCL introducing this card is to benefit the owners of the trucks or buses from being cheated by the drivers.

Advantages of the card:-

It is a pre-paid card and hence the loyalty of the company increases.

It also benefits the owners as it involves insurance of the drivers.

Role:-

I was involved in marketing of the card, visiting travel agencies and convincing customers for using the card.

Summer Project: -

Merchandising Product and Visibility of Nokia Cell Phones.

Synopsis: -

I was involved in looking at the supply chain of Nokia and some other issues like availability of products, impact of advertisement on the consumers, increasing visibility of the products in the outlets. I also worked as a sales promoter during the period 01/06/08 to 31/07/08. A consumer survey was also conducted by me to find out how they felt about the merchandising of Nokia products.

Technical skills:-

Technically proficient in Microsoft windows, Excel, Word, PowerPoint and knowledge of computer Hardware and networking.

Capabilities:-

1. Industry Analysis

2. Consumer research
3. Marketing Initiatives
4. E-based capabilities
5. New Internet services
6. Opportunity Identification

Expectations:-

To associate myself with an organization so that my potentials are ably used for the productivity and at the same time to learn from the on job experiences and training.

Areas of interest:-

Management in Finance and/or Marketing Domain.

Personal Details:-

Name	: Mr. Bitopan Kaushik
Father's name	: Mr. B. N Sharma
Date of Birth	: 12 th December 1982
Gender	: Male
Nationality	: Indian
Marital status	: Single
Languages known	: English, Hindi, Assamese, Bengali.