

DIPTI PODDER

Contact: 7003772261
E-mail: diptipodder@bppimt.com
LinkedIn: linkedin.com/in/diptipodder
Present Status: Assistant Professor at B. P. Poddar Institute of Management & Technology (MAKAUT)



PROFESSIONAL SUMMARY

- **Delivering comprehensive education in management disciplines, including Financial Analytics, Principles of Marketing, Principles of Management, Organizational Behaviour, Consumer Behaviour, B2B Marketing, Integrated Marketing Communication, Entrepreneurship, Human Resource Management, Marketing Management and Grooming & Personality Development.**
- **Presented research paper as 1st Author at All India Conference on Intelligent System & Security Challenges in Industry 5.0 – 2024. The topic- “The Impact of Artificial Intelligence on Marketing and Advertising in Industry 5.0”**
- **An enthusiastic MBA with specialization in Marketing & HR, secured the Gold Medal, having sound knowledge of Customer Retention, PR, Service Delivery, Business Relationship, Training & Development, Brand Management, Marketing Strategy, Problem Solving & Analytical Skills. Promotional Activities, Resource Optimization and Team Management.**
- **Worked as Marketing Advisor on freelance basis and previously associated with Future Group’s small format Easyday and worked in store operations and marketing as well.**

PROFESSIONAL EXPERIENCE

- **An eager aspirant for the FDP on Data Science for Business Analytics by NIT Warangal, Dec, 2024.**
- **Currently, working as an assistant professor at B. P. Poddar Institute of Management and Technology.**
- **Worked as an Assistant Professor at Seacom Group of Colleges.**
- **Worked as Guest Faculty at Guru Nanak Institute of Hotel Management.**
- **Marketing advisor at rajdarbarevents.com**
- **Future Retail’s Small Format Easyday Club (For Members)**
 - Got into the store’s managerial role for a particular outlet through campus recruitment conducted by Techno India main campus.
 - ❖ Worked on the followings-
 - Achieve the zonal target of sales through **Monitoring-Mentoring- Motivating** the team
 - **Increase in conversion** of non-members into members through **achieving sales target**
 - **Retention/Renewal of existing members**
 - **Reduce in overall marketing expenditure & losses** through timely & proper analysis
 - Increase the **average basket value** of the members on monthly basis
 - ❖ Got promoted into zonal role and worked with various departments with the **soul aim of improving the member acquisition** through understand the **characteristics, behavioral aspects and cultural differences of the members** from different states from **East Region i.e., Ranchi, Patna, Guwahati** etc.
 - ❖ Travelled various states for the purpose of **New Store Opening, adding as many members as possible and building long term relationship with the members.**

ACADEMIC QUALIFICATION

- MBA in Marketing [Major] and Human Resource [Minor] from Techno India, Main Campus under Maulana Abul Kalam University of Technology.
- BBA (H) from Techno India, main campus of Maulana Abul Kalam University of Technology.
- Class XII (Commerce), WBCHSE
- Class X, WBSE

TECHNICAL SKILLS

- **MS Office and SAP.**

ACHIEVEMENTS

- Gold Medalist in MBA
- Secured 1st position in the final year of Bachelor's Degree
- Received Honor Code Certificate from IIT-Bombay on Financial Literacy.
- Participated and won prizes in debates, speech and business games

SUMMER INTERNSHIP PROGRAMME

- Project Title:** “Factors affecting customers’ preferences for Quaker Oats as a breakfast cereal”
- Organization:** **PepsiCo Holdings India Pvt. Ltd**
- Guide:** **Under the supervision of the Associate Director, PepsiCo Holdings India Pvt. Ltd.**