



BILAS ADHIKARY

INTERNATIONAL MARKETING MECHANICAL ENGINEER

PROFESSIONAL SUMMARY

Seeking an Entry-level position in Marketing where I can utilize my superior understanding of the domain gained during the Masters. Excellent at conducting Market Research and creating Brand Awareness strategies. Excellent Communication skills to convince potential clients and customers.

CORE COMPETENCIES

- Business development
- Social and new media
- Campaign development
- Competitive and strategic planning
- Budgeting and forecasting
- Organized
- Public relations
- Promotions and contests
- Digital media
- Internet marketing
- Media buying
- Persuasive

REACH ME AT:

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LANGUAGES :

English
French
Hindi
Bengali

PROFESSIONAL HISTORY

Marketing Executive

ADHIKARY ENTERPRISE | Jun 2019 - Sep 2019|

- Create and maintain marketing management documentation-
Manage access to company revenue growth
- control and develop product manufacture.

Industrial Internship

Advanced Training Institute - ATI | Nov 2017 - Dec 2017 |

- Designed, developed, and tested engine solutions for streamlining business processes
- Maintenance servicing and Overhauling of Automotive diesel engine

Executive

Aircel India | Dec 2016 - Mar 2017 |

- Handle Escalated Customer Issues
- Analyze and Make Decisions Based on Customer Care Data

ACADEMIC BACKGROUND

College De Paris, France

Masters in International Marketing | Feb 2020 - Present |

- Knowledge of significant strategic marketing techniques
- Develop and launch a comprehensive campaign marketing communication
- Identify key organisations competing in the global market
- Carry out team projects

West Benagal University of Technology

Bachelor of Technology Mechanical Engineering| Aug2014 - Nov 2018|

- DGPA : 8.03
- Final year Project (Footstep power generation)
- Developer Machine design System

COMPUTER SKILLS

- CAD - (SolidWorks, AutoCAD)
- Pack Office - (Word, Excel, PowerPoint)
- Enterprise Applications - (ERP, BCP, CRM, e-commerce systems)
- Pack Adobe - (InDesign, Adobe, Adobe Illustrator)
- Web Tools - (CMS, Search Engine Optimization, Google Analytics)