

# Debasruta Chowdhury

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## Objective

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To utilize my communication and business development skills in a challenging environment that encourages growth and development while contributing to the success of the organization.

## Education

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- **PGPBM + MBA**, Bengal Institute of Business Studies, VU 2022
- **B.A (English Honours)**, Mahadevananda Mahavidyalaya, WBSU 2019
- **XII**, Kendriya Vidyalaya No. 1 Ishapore, CBSE 2016
- **X**, Kendriya Vidyalaya No. 1 Ishapore, CBSE 2014

## Skills

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**Soft Skills:** Communication, Business Consulting, Public Speaking, Teaching, Client Handling, Survey Management

**Languages:** English, Hindi, Bengali

## Experience

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**Management Faculty**, Human And Emotion *April 2024 – July 2025*

- Teaching students in both online and offline platforms.
- Delivered lectures on various business domains including Marketing, Supply Chain, and HR.

**Business Development Advisor (Inside Sales)**, upGrad *April 2022 – August 2022*

- Conducted over 100 cold calls per day to potential clients.
- Consulted with clients to identify educational needs and goals.
- Built and managed a growing client base.
- Provided research-backed strategies to align with client objectives.
- Achieved sales performance of approximately 8 lakhs before resignation.

## Internships

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**KANTAR IMRB** *May – July 2021*

- Conducted telephonic surveys using company-provided database.
- Guided respondents through form completion and ensured data accuracy.
- Achieved over 390 responses out of 500 calls.

## Key Projects

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- **Brand War:** Developed marketing strategies for launching a new brand.
- **Online Start-up ("FIXMAN"):** Finalist; drafted business model and promotional strategy.
- **Theme Day:** Worked on ITC company insights and business terminologies.
- **Pitch Perfect:** Pitched a multi-functional bottle opener "Party Poppers" in 2 minutes.
- **Socio-Economic Survey:** Conducted field survey in 12th standard to understand population demographics.

## **Achievements**

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- Represented school at Social Science Exhibition.
- Served as CCA Captain (Boys).
- Won 1st prize in Quiz (State Level Student-Youth Festival, BKP Municipality) for 3 years.
- Recognized as an efficient speaker at Mahadevananda Mahavidyalaya.
- Diploma in Fine Arts from Bangiya Sangeet Kala Kendra.
- 2nd Position in Team Day (BIBS).
- Cleared PSAT exam; strong performance in Child Pedagogy and English Grammar.

## **Other Interests**

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Teaching school students, Painting, Writing and Reciting Poems, Reading books