BHUPEN BAG

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OBJECTIVE

Detail-oriented professional seeking position of Analyst with strong background in planning and monitoring, executing project requirements, and transforming business methods for optimum delivery in an organization having a challenging environment for both professional and personal growth along with the organizational development.

SUMMARY

* Working at Infiniti Research Private Limited as Digital Marketing Associate.
* Worked at Hi-power Private Limited, Bangalore on Game support Project.
* Worked at Accenture Service Private Limited, Pune on Quality Assurance Project.
* Extensive knowledge of website management, social media, content marketing, display advertising and web analytics.
* Comprehensive knowledge of Software Development Life Cycle (SDLC), having thorough understanding of various phases like Requirements, Analysis/Design, Development and Testing.
* Extensive experience in gathering, managing and documenting business and functional requirements, communicating effectively with upper management, developers and QA engineers.
* Familiar in designing and Exceptional problem solving and sound decision making capabilities, recognized by alternative solutions, and confident, accurate, decision-making coupled with excellent communication and interpersonal skills. Excellent track record for meeting deadlines and submitting deliverables on time.

PROFFESIONAL EXPERIENCE

**Infiniti Research Private Limited**

Role- Digital Marketing Associate

Project: TechNavio- Market Research Reports, Industry analysis and Market trends analysis.

* Acquired executive level client side digital marketing and communications strategy for corporate customers by being a partner directly with clients to assess and respond effectively to consumer needs and architect high impact targeted solutions in the region of United States.
* Implemented marketing campaigns for customers on full range of e-commerce, mobile, and integrated web/social planning.
* Coordinated with creative team on the development of textual and visual ads by maintaining compliance with online industry advertising guidelines and best practices while ensuring that digital campaigns are meeting budgets and ROI goals.
* Increased website traffic by identifying and defining digital content such as email and social marketing strategies to develop successful business.
* Generated sales leads and set appointments for consultants inside partnered marketing companies.
* Kept close communication with sales reps, lead generators of sales, and appointments.
* Integrated creative ways to create more qualifying leads and edited effective scripts to achieve and exceed sales goals, based on market data.
* Engaged potential clients through effective communication and great convincing and negotiation skills.

**Hi Power Private Limited**

Role- Senior Executive Product Support

Project: Supercell (Android and iOS game developer)

* Monitored in-game activities to ensure that community standards are being met and performed investigation and documentation of game exploits, bugs and similar other issues pertaining to online gaming world.
* Worked with management to plan and execute several large game update scenarios.
* Described product to customers and accurately explained details of merchandise.
* Monitored many aspects of the online servers and troubleshot and resolved application related issues escalated from end users.
* Used excel lookups, filtering and pivot table to represent data.
* Provided daily updates regarding the process updates to team members.
* Site Searched and Fetched Data into excel.
* Received transactions data on daily basis and re-organized it for analysis as per the SOP(standard operating procedure).

**Accenture Private Limited, Pune**

Role- Associate Software Engineer

Project: Virgin Media Digital Entertainment (Subsidiary of Virgin Group of Industries)

* Gathered information, Tracked and Managed Business Requirements.
* Prepared test plans and written test cases for functional and regression testing.
* Prepared and, published daily/weekly status and other reports to the management.
* Helped and closely worked with the development team for defect resolution.
* Performed regression testing, capturing, recording and tracking of bugs discovered during testing and got them resolved in the most efficient and effective manner.
* Conducted knowledge transfer sessions on regular intervals to ensure team up-skilling and, to reduce cross-team dependencies.
* Responded to all customer inquiries thoroughly and professionally.
* Presented and demonstrated complete end to end software solution.

ROLES AND RESPONSIBILITIES

* Data Visualization - Created daily reports, graphical charts and spreadsheets exhibiting net sales figures and customer distribution.
* Extracted insights from consumer, sales and shopper data to provide data analysis, synthesis & presentation support.   
  - Creating user interactive excel dashboards with all the features of an online

tool.

* Served as the main liaison between customers, management and sales team.
* With a job role of Game Support, I have learned how to handle client relationship, work pressure, planning, team management, and use of internet to skim out the best information required for the project.
* As a digital marketing associate, I performed on-page optimization and content editing, including meta tags, headlines, page titles and call-to-actions statements.
* Spearheaded all social media programs, including Facebook, Twitter, LinkedIn and created blogs and managed brand online.

PROFESSIONAL SKILLS

* Experience of Languages such as SQL, Python, Java
* MS Power Point, MS Word, MS Excel
* Digital Marketing Strategy ad Tools such as SEO & SEM, Google AdWords
* Content Creation/Management Social Networking Sites (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, YouTube)
* Microsoft Office Certified, Social Analytics Tools such as Google Analytics, Adobe Photoshop, Wix, Wordpress

EDUCATIONAL QUALIFICATION

B Tech - Mechanical Engineering, Veer Surendra Sai University Of Technology

Burla, Odisha