

Baidurya Mukherjee

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EDUCATION			
Degree/Qualification	Institution	CGPA/Percentage	Year
MBA (Expected April 2022)	Indian Institute of Technology, Kanpur	N/A	2020-Present
B.Tech- (ECE) with Minor in Business and Management	MIT, Manipal	6.56	2014-18
HSC (12 th)	Calcutta Boys' School (ICSE), Kolkata	85%	2014
SSC (10 th)	Calcutta Boys' School (ISC), Kolkata	92.7%	2012

WORK EXPERIENCE	
ACOM Digital Pvt. Ltd Head of Marketing	Kolkata June 2018 – July 2020 ▪ 25 months
<ul style="list-style-type: none">▪ Crafting strategies for all marketing teams including Digital, Advertising, Communications and Creative▪ Setting, monitoring and reporting on team goals▪ Analyzing performance of different teams and suggesting improvements	

POSITION OF RESPONSIBILITY	
Economics & Finance Society, MIT	▪ Co-Founder & General Secretary
Manga Anime Club, MIT	▪ Co-Founder & President
Entrepreneurship Cell, IIT K	▪ Marketing Secretary
Bizmaestro, MIT	▪ Event Head at the Annual Technical Fest, TechTatva 16
Editorial Board, MIT	▪ Graphic Designer

CERTIFICATIONS	
<ul style="list-style-type: none">▪ Financial Markets by Yale University, Coursera▪ Marketing in a Digital World by UI-UC, Coursera▪ Introduction to SEO by UC Davis, Coursera▪ Fundamentals of Graphic Design by Calarts, Coursera▪ Fundamentals of Quantitative Modelling by UPenn, Coursera▪ Ethical Hacking & Information Security by Open Security Academy	

ACADEMIC PROJECTS	
IAESTE India	▪ Part of Local Committee responsible for over 30 interns from across the world
MIT, Manipal	▪ Developing a Digital Platform for Efficient access to Different Hospitals

ACHIEVEMENTS	
IEEE, MIT	▪ First place – “Quiz o Clue” in their Annual Technical Fest 2015
ISTE, MIT	▪ First Place – “Tech Quiz”, Techweekend 15
Microsoft Code.Fun.do	▪ One of the top teams in the Hackathon that developed an app in under 24 hours
ISTE, MIT	▪ Second Place – “Tech Quiz”, Techweekend 16
ISTE & IE Civil	▪ Third Place – Debate Competition (Tug of words), Techweekend 15

OTHER INTERESTS AND HOBBIES	
<ul style="list-style-type: none">▪ Investing in equity markets▪ Researching about Sales Funnels▪ Learning and playing music▪ Voracious Reader	