

Reeju Barman

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SUMMARY

PhD candidate with a research focus on consumer behavior and neuromarketing. Previously worked as an Associate Campaign Manager at I-PAC, where I gained a year of experience in successfully managing and executing campaigns. Skilled in strategic planning, team leadership, and data-driven decision-making. Proven track record in strategizing both BTL and ATL campaigns. Strong analytical, marketing, interpersonal, and communication skills, with a proven ability to implement effective marketing strategies and manage stakeholder relationships.

EXPERIENCE

Consultant (Senior Associate) | I-PAC | Kolkata | December 2022 - Present

- **Overall Election Management:** Served as a Parliamentary Constituency In-charge, overseeing Seven Assemblies (112 Gram Panchayats) during the 2024 Lok Sabha Election and four assemblies in the 2023 Panchayat Election in West Bengal. Responsible for strategic planning, coordination, and execution of election activities.
- **Team Management:** Managed a team of seven Assembly In charge, 50+ Local Resources to ensure effective implementation at the grassroots level.
- **Strategizing and Managing Campaigns:** Formulated and executed a comprehensive campaign strategy, including rallies, D2D campaigns, social media campaigns, fundraising efforts, and media appearances.
- **Negotiation and Conflict Management:** Managed high-value stakeholders such as MLA, MP, and other state level leaders, ensuring their alignment with the campaign vision and goals, and resolving any issues or conflicts.
- **Streamlined decision-making:** Implemented a knowledge management system for a government agency, reducing information retrieval time by 40%, leading to faster and more informed decisions.
- **Elevated service delivery:** Conducted a comprehensive process optimization analysis for a social welfare department, identifying operational bottlenecks and recommending improvements that led to a 10% increase in service recipient satisfaction.
- **Facilitated stakeholder engagement:** Led cross-functional teams of government officials, technical experts, and community representatives to collaboratively develop and implement governance reforms.

Marketing Manager (Future Leader - Marketing) | Byju's | Kolkata | April 2022 - December 2022

- Developing & implementing strategies for conducting BTL campaigns across different cities in three districts of West Bengal
- Managing the hiring, training, and performance evaluations of marketing BDEs for effective BTL campaign
- Developing the entire gamut of BTL marketing activities in three new markets and managing a whole new team of 21 people
- Experimenting with a variety of organic and paid acquisition channels like media agencies for advertisements (Print, Visual) for maximizing product/project awareness & reach for generating effective leads.
- Establishing BTL strategy, thereby enhancing on-ground brand visibility; cracking of local deals for BTL campaign conduction in malls, hypermarkets, apartments, apparel stores, railway stations & residential societies

EDUCATION

MBA | Indian Institute of Management (IIM) | Bodh Gaya | 2022

B.Tech in Power Engineering | National Power Training Institute | Durgapur | 2020

HSC | Mc William HS School | Alipurduar | 2015

SSC | Mc William HS School | Alipurduar | 2013

POSITION OF RESPONSIBILITY

Placement Representative | NPTI, Durgapur | Placement Cell

- Maintained communication between companies, students and TPO. Facilitated recruitment drives by coordinating with over 20 companies, 100+ students, and Training & Placement Officers, ensuring seamless scheduling and a good satisfaction rate from all participating entities.
- Achieved a 95% successful placement rate by developing strong relationships with over 20 industry-leading companies, ensuring high-quality job matches for graduates within six months of program completion.

Member | NPTI, Durgapur | Admission Help Desk | January 2018 - December 2018

- Coordinated the admission process of various courses in NPTI (ER), Durgapur
 - Answered admission-related queries from students and provided them with satisfactory solutions
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PROJECTS

Marketing Intern (Live Project) | Datsme App | August 2021 - September 2021

- Managed a team of 10+ Campus Ambassadors to increase the brand awareness & number of downloads in 2020

Sales and Marketing Intern (Live Project) | Outlook Group | September 2020 - October 2020

- Completed live project in Sales & Marketing Domain and made several conversions in 2020
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Achievements & Extracurricular Activities

- Volunteered for NGO e-Vidyaloka through "United Nations Online Volunteering Portal" as a school teacher in a remote village of West Bengal in 2019
 - Achieved "Google India Challenge" scholarship out of 10000+ applicants and was one of the 1000 recipients to achieve this
 - Participated in the "AWS Deep Racer Challenge" and qualified the first round in top 200 position (out of 1000+)
 - Conducted 7+ workshops and events related to various new technologies from Google
 - Completed 30 Days on "Google Cloud Challenge" and received rewards from Google Cloud
 - Developed and published an action on "Google Quiz App" on Google Assistant
 - Got \$200 GCP Cloud Credit per month for one year as a reward
 - Qualified the 1st round of the International Astronomy and Astrophysics Competition
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CERTIFICATIONS

Getting started with Google Analytics | Coursera | 2021

- Learned to track online traffic, understood user behavior and how to improve online advertising

ML on Google Cloud | Coursera | 2019

- Hands-on experience to use various ML APIs provided by Google Cloud Platform

AI from Data Center to Edge-an Optimized Path using Intel Architecture | Intel | 2019

- Learned how to train and deploy deep learning models using Intel's AI portfolio
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SKILLS

- **Microsoft Applications:** Microsoft Word, PowerPoint, Excel

- **Cloud Computing:** Google cloud

- **Database:** SQL

Programming Language: Python

- BTL Campaign Planning & Execution
- Brand Activation & Experiential Marketing
- Channel Management & Partner Relationships
- Budget Management & Cost Optimization
- Data Analysis & Reporting
- Project Management & Team Leadership
- Communication & Presentation Skills
- Negotiation & Vendor Management