



SHUBHAM GHOSHAL 7909052500|shubhamghoshal25@gmail.com <https://linkedin.com/in/shubham-ghoshal-277507214>

EDUCATION			
Degree	Institute/University/Board	%/CGPA	Year
MBA (Marketing & Finance)	BIT Mesra	77.1%	2023-2025
BBA (Marketing & Finance)	BIT Mesra	80.10%	2020-2023
INTERMEDIATE (CBSE)	SAPS, Bokaro	63%	2018-2020
MATRICULATION (CBSE)	GGPS, Bokaro	66.2%	2017-2018
EXPERIENCE			
ONGC LTD (Marketing Intern)		May2024- July 2024	
<ul style="list-style-type: none">Overview of Natural Gas Market and CBM Marketing Policies.Deal with B2B Model for selling out the products.Bidding Process is used for the sale of Gas Through E-Auction.Different Models of Sale of Gas.			
Unschool, Ulead (Youth Influencer Intern)		June2022- July 2022	
<ul style="list-style-type: none">Marketing and Promoting Unschool Products.Advertising and Branding the unschool products to target audience.Conduct meeting with the target audience and working on the customer acquisition and course enrollments.Have done sales of different products to the young audience.			
SAIL (Marketing Intern)		May 2022-June 2022	
<ul style="list-style-type: none">Study of what is secondary products or by products and why is it necessary to sell out in the market.Evaluate the use of secondary products.Market study of by products in BSL.Pricing of secondary products.Ensuring timely dispatch of material, products, scraps etc to the potential customers.			
ACADEMIC PROJECTS			
ENTREPRENEURSHIP			
<ul style="list-style-type: none">Conducted market research to assess the demand for Premium Packet Tea products and identify a viable business opportunity,developed hypothetical Premium Packet Tea products that catered to customer preferences.Designed packaging and labeling of packet tea with new flavor.Marketing strategy with Media Plan how to launch the product into the target market in order to attract customers attention and awareness of the brand.			
POSITION OF RESPONSIBILITY			
Joint Secretary & Project Shiksha Head	Team Sustainability, BIT Mesra, Department of Management		
Media Team	BIT Mesra, Department of Management, (2020-2021)		
Captain	Sree Ayyappa Public School, Council Member, (2019-2020)		
Class Representative	Sree Ayyappa Public School, (2018-2019)		
SKILLS			
<ul style="list-style-type: none">Interpersonal Team Management, Team Work, Patience, Active Listening, Collaboration, Communication, Leadership, Problem Solving, Decision Making, Public Speaking.Technical MS Excel, MS Powerpoint, MS Word, Google Sheet, Social Media, Canva			