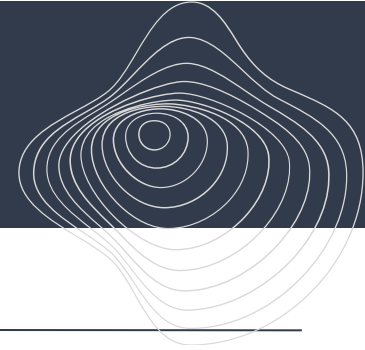


# Sourav Paul

Communication & Engagement, Research & Analytics, Client Relations, Product & Project Management, Administration



## Contact

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**Location:** Kolkata, West Bengal, India

## Expertise

Project Management

Operation Management

Analytics & Reporting

Technical & Design Support

Client & Customer Relationship Management

PR, Communication & Engagement

Digital Platform Management

Admin & Executive Support

Tours & Travel Management

## Communication Skills

Verbal & Written communication in English, Hindi & Bengali.

Skilled in External & Internal Communication.

Engagement in Digital Platform - Email Operations, Marketing & Campaigning; Social Media Operation & Marketing, arranging Webinars.

Arranging Online & Offline meetings; attending the Corporate Events.

## Introduction

With over 14+ years of professional experience across various industries, I have honed my expertise in communication and engagement, project management, digital marketing, and database management. I led business and corporate communications, managed client and employee relations, orchestrated digital marketing campaigns, conducted market studies, and provided technical support. I optimized operations, maintained supplier relationships, and ensured financial stability. I managed office operations, provided exceptional customer service, and supported administrative functions. My initial experience in front office management, customer service, and travel logistics coordination. With a focus on communication, relationship management, problem-solving, and organizational efficiency, I am well-prepared to contribute to driving success in any role.

## Experience

### Jan 2020 - Feb 2024

Consultivo | Kolkata, West Bengal, India

**Senior Executive - Communication & Engagement (July 2021 – Jan 2024)**

**Executive - Communication & Engagement (July 2020 – June 2021)**  
**Intern (Feb 2020 – June 2020)**

Spearheaded business and corporate communications, handling customer inquiries and ensuring client satisfaction. Facilitated client relation and communication, nurturing strong relationships with key stakeholders. Orchestrated employee relation and communications, fostering a positive work environment. Led digital marketing initiatives, including webpage design and management, social media marketing, and email marketing campaigns. Conducted market studies and competitor analyses, informing strategic marketing campaigns and diversification efforts. Managed project activities, including corporate and management training, management audit, and research projects. Provided technical support, including audit assistance, report design, and survey management. Managed database systems, overseeing data inventory management and conducting market and sales analyses to drive business decisions.

### Nov 2016 - Jan 2020

Paul Rolling | Howrah, West Bengal, India

**Office Executive**

Spearheaded operation coordination, optimizing office processes for enhanced efficiency. Managed office and inventory operations, ensuring seamless workflow and inventory control. Effectively managed supplier relationships, ensuring timely deliveries and cost-effective procurement. Provided exceptional customer handling and service management, fostering strong client relationships. Successfully managed billing and collection processes, ensuring financial stability and cash flow management.



## Computer Skills

Proficient in Microsoft Office (365) Suite, Google Workspace Applications & G Suite, Adobe Suite, Nitro pro, AI Tools

Experienced in Task Management Tools - Asana, Apollo, HubSpot, Zoho, MailChimp, Brevo.

Proficient in Survey Management Tools - Google & Microsoft Forms, Survey Monkey, Kobo Toolbox, CS Pro.

## Presentation Skills

Proficient in PowerPoint and Google Slides.

Experienced in Photoshop, Pixlr, Adobe Express and Canva.

Proficient in webpage editing using WordPress and Elementor.

Experienced in Report & Presentation Design.

## Analytical Skills

Proficient in Advanced Excel & Google Sheets, Business Statistic, Data Science, Predictive Analytics, Marketing Analytics, Risk Analytics.

Experienced in Database Management System (DBMS), Management Information System (MIS), Customer Relationship Management (CRM) Tools.

Skilled in creation of Dashboard, Presentation Deck, Project Report.

Proficient in Research, Study, and Analysis for Product, Project, Market, Sales and Revenue, Operation and Business.

## Experience

### Jul 2013 - Oct 2016

J N P & Co. | Kolkata, West Bengal, India

#### Admin Assistant & Client Service

Managed office and inventory operations, ensuring efficient workflow and resource management. Provided exemplary customer handling and service management, ensuring high client satisfaction. Handled billing processes and meticulously maintained databases of clients, suppliers, and factory materials. Nurtured guest relations and provided comprehensive administrative support to the team. Oversaw inventory management and facility maintenance, ensuring a conducive work environment.

### Sep 2010 - Jun 2013

K S Tours & Travels | Kolkata, West Bengal, India

#### Front Office, Travel Operation & Executive Assistant

Spearheaded front office management, ensuring smooth customer handling and service management. Managed billing processes and facilitated travel booking and ticketing services. Cultivated strong guest and customer relations, enhancing overall customer satisfaction. Orchestrated calendar scheduling and meeting arrangements for senior executives, streamlining operations. Coordinated travel and accommodation arrangements, ensuring seamless logistics for executives.

## Education

### Post Graduate Diploma in Management (Business Analytics)

June 2023 – Oct 2024

IMT Ghaziabad, India

Specializing in Management Accounting, Business Statistics, Managerial Communication, Strategic Management, Economics, Marketing Management, Financial Management, Organizational Behaviour, and Operations & Supply Chain Management. Focused on mastering Business Analytics with Data Science, Predictive Modelling, Marketing Analytics, and Risk Analytics.

### Diploma in Data Analytics (CPD Certified)

June 2023 – Feb 2024

Austin Peay State University, TN, USA

Gained proficiency in data analytics and exploration, probability and data distribution, hypothesis testing, and various statistical methods. Acquired skills in data testing, data wrangling, and performing regression and time series analysis using tools like R.

### Diploma in Business Administration (CPD Certified)

Dec 2022 – March 2023

Austin Peay State University, TN, USA

Encompassing diverse areas such as business strategy, economics, marketing, accounting, and supply chain management. Developed expertise in leadership, ethics, corporate governance, and leveraging big data and information systems for strategic decision-making.

## Technical Skills

Conducting Survey Process, Data collection, Analysis & Reporting.

Support & Assist in Audits for Process, System & Management; Trainings & Development Management & Process; HR Functions.

## Managerial Skills

Project Coordination & Management for Audit, Survey, Research & Study, and Training & Development.

Experienced in Operation Management, Account Management and Sales Pipeline Management

Experienced in Management of Corporate relations, Client & Customer relations, and Employee relations.

## Administrative Skills

Skilled in Admin Support, Inventory Management and Facility Management.

Experienced in Travel Management, Calendar Management and Meeting Arrangement.

## Education

### Diploma in Sustainability Science

April 2022 – Aug 2022

**Indira Gandhi National Open University, Kolkata, India**

Specializing in Sustainability Studies, Sustainable Development Goals (SDGs), and Strategy & Policy. Developed expertise in scientific study on sustainability, sustainability audit, survey techniques, and strategies for sustainable development.

### Environmental Impact Assessment

Jan 2022 – April 2022

**National Programme on Technology Enhanced Learning (NPTEL), IIT Roorkee, India**

Completed an intensive course focusing on environmental survey processes, audit techniques, impact assessment methodologies, and reporting standards. Acquired in-depth knowledge and practical skills to assess the environmental implications of various projects and activities, ensuring compliance with regulatory requirements and sustainable practices.

### Bachelor of Science (BSc)

June 2006 – Aug 2009

**University of Calcutta, Kolkata, India**

Specializing in Physics, Chemistry, and Mathematics. Acquired a comprehensive understanding of fundamental scientific principles and theories.

### Diploma in Software Technology

Aug 2007 – Sep 2008

**Brainware Institution, Kolkata, India**

Acquiring in-depth knowledge and skills in software development techniques and technologies, Database Management, Web Development (C, C++, Java, Linux, Visual Basics, J2EE, Access).

### Diploma in Information Technology

June 2006 – Sep 2006

**Brainware Institution, Kolkata, India**

Acquiring in-depth knowledge and skills in the fundamentals of computer science, computer systems, and software (Windows operation, Microsoft Office, Google Workspace, Internet & Email operations).

## Other Course

### Management Information System (MIS)

April 2023 – May 2023

**Birla Institute of Management Technology (BIMTECH), India**

Acquiring in-depth knowledge in MIS techniques, methods, solutions, business process reengineering, optimization of business processes.

### First Aid Master Class

Jun 2022

**Udemy, CA, USA**

Covering a wide range of first aid techniques and emergency response procedures.