

Rajdip De Sarkar

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PROFILE SUMMARY

MBA candidate (Marketing) with hands-on experience in business strategy execution, market research, cross-functional project management, and data-driven decision-making. Demonstrated ability to drive 20% MoM growth and 40–50% customer retention at a Q-Commerce firm. Combines strong analytical skills with AI product thinking to generate actionable insights and prepare executive-ready reports — aligned with Genpact's emphasis on innovation, collaboration, and real-world impact.

EDUCATION

- International Management Institute (IMI) Kolkata** 2025 – 2027
Master of Business Administration (MBA) – Marketing
- S.M.A.R.T Branding & Media Cell: Led institute brand campaigns, content strategy, and cross-team communications.
- Cooch Behar College, West Bengal** 2022 – 2025
Bachelor of Business Administration (BBA)
- 10/10 in quantitative coursework; consistent top-percentile academic rankings.

WORK EXPERIENCE

- Spencer's Retail (Jiffy) – Quick Commerce, Kolkata** Oct 2025 – Apr 2026
E-Commerce & Retention Intern
- Conducted root-cause analysis of customer complaint pipeline; restructured resolution workflows, reducing complaint rate from 8–12% to <2% and TAT from 24+ hrs to <15 min — presented findings to senior leadership as a structured process-improvement report.
 - Developed and implemented targeted retention strategies, achieving 40–50% retention vs. 30–40% industry benchmark and 20% MoM order growth.
 - Led competitive pricing benchmarking across 20,000+ SKUs; collaborated cross-functionally with category and ops teams to reduce price-driven churn.
- Bajaj Consumer Care, Kolkata** Oct 2025
Market Research Intern – FMCG Distribution
- Audited 150+ retail outlets across 7 urban clusters; mapped SKU presence, pricing architecture, and buying behaviour to identify a 3x+ distribution deficit for Bajaj CNO vs. competitors.
 - Synthesised field data into strategic channel recommendations (entry-price SKUs INR 10–20, credit terms, hyper-local visibility) and delivered actionable report to senior management.
- Diverse Genomics Pvt. Ltd., Kolkata** Sep 2025 – Feb 2026
Brand & Audience Communication Intern
- Designed audience-segmented digital health campaigns across platforms, addressing demographic awareness gaps; supported cross-functional coordination between medical and marketing teams.

PROJECTS & INITIATIVES

- Abandoned Cart Recovery & Purchase Tracking System** Independent Project
- Architected a two-workflow automation in n8n integrating webhook event tracking, Google Sheets (data layer), Gemini (AI email generation), and Gmail — designed to recover revenue from the intent-to-conversion gap in e-commerce.
 - Engineered multi-stage decision logic: customer state tracking, post-conversion suppression, and cart-value-based discount generation; built end-to-end project plan, tested across scenarios, and documented outcomes for stakeholder review.
- Vaani Intel – Multilingual Revenue Intelligence Platform** Independent Project
- Built B2B sales intelligence tool analysing mixed-script multi-language calls (English, Hindi, Bengali); automated NLP workflows extract objections, flag deal risks, and generate deal health scores — enabling data-backed sales strategy decisions.
- LLM Council – AI Infrastructure & Orchestration Gateway** Independent Project
- Designed a local API gateway orchestrating 11+ LLM providers with automated failover routing, unlocking 1.3B+ tokens/month in capacity — solving a real infrastructure bottleneck through systematic problem analysis and solution design.

LEADERSHIP & VOLUNTEERING

- SVP India NGO – Diksha, Kolkata** Jul 2025 – Jan 2026
Community Education & Outreach Intern
- Led field coordination and stakeholder reporting for education outreach across underserved communities; demonstrated initiative, empathy, and cross-functional teamwork in a non-corporate environment.

SKILLS & COMPETENCIES

- Business Strategy & Research:** Market Research, Competitive Analysis, GTM Strategy, Category Management, Retail Distribution, SKU Pricing
- Project Management & Ops:** Cross-functional Collaboration, TAT Optimisation, Customer Retention, Process Improvement, Stakeholder Reporting
- Analytics & Tools:** Advanced Excel, Power BI, Tableau, Google Sheets — proficient in building dashboards and executive presentations
- AI & Product:** LLM Orchestration, Multilingual NLP, AI Product Architecture, Prompt Engineering, Workflow Automation (n8n)

CERTIFICATIONS

IBM Product Manager Certificate (2026) | Global Impact: Business Ethics – UIUC (2025)