



ANUSKA SANYAL

CORPORATE CONSULTANT

EDUCATION

Woxsen University- Hyderabad MBA- Marketing & Operations

2021-2023 Percentage: 84

- Content strategist at Trade Tower, Woxsen University.
- Volunteered as the head of the registration team in Woxsen Global Summit, 2022, Rotaract club member.

University of Calcutta — Kolkata

B.Sc in Economics Honors

2017-2020 Percentage - 64

12th ST. Teresa's Secondary School/ISCE - 2017 - 80.83%

10th Maria's Day School/ICSE - 2015 - 89.16%

WORK EXPERIENCE

Mercedes Benz Silver Star, Hyderabad

Full Time — Corporate Consultant

August 2023 – February 2024

- Reaching out to corporate companies to update on Mercedes new launches, offers and deals.
- Coordinating with different organisations to partner and sponsor various corporate events.
- Representing Mercedes as a brand on various corporate events.
- Heading the tele-calling team and assisting on their day-to-day activities.
- Sourcing corporate clients for fleet orders.
- Increased the corporate penetration from 28% to 63% in 3 months.

Aliens Group Pvt. Ltd, Hyderabad

Full Time — Business Development Associate

April 2023 – August 2023

- Reaching out to clients and sharing the project details- ensuring client visit and site visit and meeting weekly targets.
- Engage with customers to build business relationships.
- Using Salesforce to handle current portfolio and prospective leads.

Hebeon Technologies, Hyderabad

Internship- Business Development Associate Intern

May, 2022 – June, 2022

Trained in B2B sales of LMS and Assessment Platform., Developed strong communication and organizational skills through working in teams.

PROFILE

A creative and self-driven individual with marketing instinct and excellent communication skills. Aspiring to gain knowledge and contribute towards the organizational goals through managerial skills for a better future of the nation.

CONTACT

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PROJECTS

- UG Project on Application of Philip's Curve in the context of Indian Economy
- Consumer Psychology Project
- Written a book chapter on Customer Relationship Management (CRM) that has been published.

SKILLS

- MS Office
- Salesforce
- Basic Power BI
- Python
- Tableau
- Digital Marketing