

# Sumon Maity

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Berger Paints Intern	VGSoM Top 5%	Reckitt Campus Finalist	Ex- L&T	
<b>ACADEMIC QUALIFICATION</b>				
B. Tech (Electrical)	IEST, Shibpur		9.29/10	2019
Class XII	St. Lawrence High School (WBCHE)		92.40%	2015
Class X	Behala Aryya Vidya Mandir (WBBSE)		94.14%	2013
<b>SUMMER INTERNSHIP</b>				
<b>Berger Paints India Limited</b>				
Domain: Business Development		Title: Optimizing the conversion of Key Contractors	May '23 – Jul '23	
Project Objective	• To optimize the retention of Key contractors and improve the conversion rate of competitive contractors			
Roles and Responsibilities	• <b>Executed</b> comprehensive market research, proactively engaging diverse stakeholders in primary consultation to extract invaluable brand preference insights for strategic decision-making • <b>Conducted</b> thorough industry-level analysis across competitors with respect to various products and schemes • <b>Demonstrated</b> the ability to quantify unique earning potential, leading to <b>5%</b> reduction in contractor attrition • <b>Addressed</b> customer complains using Pareto Analysis and thereby <b>devised</b> region specific growth strategy			
Key Learnings and Achievements	• <b>Elevated</b> lead conversion rate from <b>10%</b> to <b>18%</b> through optimization & integration of CRM modules • <b>Recommended</b> a service module to meet service-delivery commitments through the integration of consumer insights, competitive intelligence and internal strengths of the organization			
<b>WORK EXPERIENCE (19 Months)</b>				
<b>L&amp;T Construction</b>				
Domain: Project Management		Designation: Senior Electrical Engineer	Jul '19 – Jan '21	
Roles and Responsibilities	• <b>Supervised</b> power distribution network of 'DDUGJY- Deoghar Yojana', a district level rural electrification project under the central government scheme of <b>contract value worth ₹ 186.90 crores</b> • <b>Ensured</b> timely delivery of project reports to top management to aid informed decision making • <b>Enabled</b> the achievement of monthly targets by orchestrating collaborative stakeholder engagement • <b>Fostered</b> effective communication between Accounting and Planning teams by eliminating key gaps • <b>Showcased</b> financial proficiency by accurately preparing a substantial <b>₹ 10 cr.</b> 'Subcontractor Billing' • <b>Spearheaded</b> project deliverable planning, and helped in project completion 10 days ahead of set timeline coupled with maintaining a significant customer satisfaction achieved through quick redressal			
Key Learnings and Achievements	• Strategically <b>optimized</b> resource allocation to effectively reduce over-utilization of workforce by <b>8%</b> , resulting in a notable <b>5%</b> reduction of overhead costs for enhanced efficiency • <b>Empowered 20+</b> supervisors in Execution and Quality, driving a <b>5%</b> increase in operational efficiency • <b>Commissioned</b> an App based system for safety & quality checklists, thereby reducing paperwork by <b>5%</b>			
<b>PROJECTS &amp; INTERNSHIP</b>				
<b>Vivantaa Capital</b>			<b>Live Project (MBA)</b>	
Title: Marketing and B2B sales of coal combustion catalyst in Indian subcontinent		Aug '22 – Nov '22		
Marketing Research & Analytics	• <b>Analyzed</b> different segments of the addressable market for combustion catalyst in India • <b>Suggested</b> a list of over <b>50</b> prospective buyers, which contributed to YOY growth of around <b>8%</b> • <b>Assessed</b> the business environment by conducting in-depth competitor analysis utilizing various marketing frameworks, which helped in formulation of strategies for marketing communication • <b>Conducted</b> a data-driven analysis of sales trends and developed a sales forecast for three years			
<b>POSITIONS OF RESPONSIBILITY</b>				
Coordinator Spring Fest Committee, VGSoM	• <b>Ongoing:</b> Responsible for organizing literary events for one of the largest fests in India • <b>Demonstrated</b> strong event management skills and passion for promoting events		2022	
Member EESPAR, IEST Shibpur	• <b>Organized</b> different group activities and regularly hosted quizzes on quarterly basis to foster a collaborative learning environment among peers thus promoting academic engagement		2017	
<b>AWARDS &amp; ACCOMPLISHMENTS</b>				
Competitions	• <b>Campus-Finalist</b> out of <b>100+</b> participants in Reckitt case competition by <b>Reckitt Benckiser</b>		2022	
	• Certification of excellence for <b>20<sup>th</sup></b> rank out of <b>1000+</b> participants in ' <b>National Case study Challenge : Season 3</b> ' organized by <b>Business Hub</b>		2022	
Certifications	• Accredited certificate for ' <b>Lean Six Sigma Green Belt</b> ' & ' <b>Advanced Data Analytics</b> ' by <b>Grant Thornton Bharat LLP</b> showcasing expertise in process optimization		2023	
	• Certified in ' <b>Microsoft Power BI</b> ', ' <b>SQL</b> ' & ' <b>Python Basics</b> ' through <b>Udemy</b> , demonstrating proficiency in data analysis, database management, and foundational programming skills		2022	
Academic	• Award of <b>₹ 10000/-</b> for standing <b>1<sup>st</sup></b> out of <b>80+</b> students in <b>2<sup>nd</sup></b> and <b>3<sup>rd</sup></b> year in B.Tech from ' <b>State Electrical Engineers' Association, West Bengal</b> '		2019	
Interests	Community involvement	Cricket	Strategic Communication	