

# **Sanket Palit, MBA -VANCOUVER ISLAND UNIVERSITY**

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## **PROFESSIONAL QUALIFICATIONS**

- Two years of experience as a Business Analyst in a mining company who has handled large financial portfolio for the company and also contributed in financing the various projects which the company was handling.
- Managed a portfolio of 110,000 CAD and generated a return of 110% in one and half years.
- Developed a TedX Chennai event as a marketing and sales team lead resulting in over 1000 participants.
- Managed social media of Vancouver Island University with over 146K followers in Facebook and 7K Instagram.

## **WORK EXPERIENCE**

### **International Marketing Intern (May 2023- August 2023)**

Vancouver Island University, Nanaimo, BC, Canada

- Managed social media of Vancouver Island University with over 146K followers in Facebook and 7K Instagram.
- Created and moderated Google and Meta advertisements which has reached over 340000 people around the world.
- Published a competitive scan for Vancouver Island University comparing to all Universities and Colleges in BC to propose marketing strategies for the next recruiting season
- Published marketing materials which are going to be used for the next recruiting season of the University.

### **Sales Associate (May 2022- Currently Working)**

7-Eleven, Nanaimo, BC, Canada

- Developed successful customer relations working in Seven 11 which has turned to sales for the company.
- Efficient management of storing and processing inventory in the Seven 11 store for generating optimum inventory turnover.

### **Junior Business Analyst (July 2020-September 2021)**

Imas Techniki LLP, Kolkata, West Bengal, India

- Demonstrated exceptional sales acumen, managing a portfolio of 110,000 CAD during the challenging global recession, achieving an impressive return of 110% in just one and a half years.
- Successfully negotiated strategic deals worth 45000 CAD between Wagner Schwlem GmbH and Neyveli Lignite Corporation, securing the procurement of critical Vulcanizing Machines for the mining company, showcasing adept sales and deal- making abilities.
- Proficiently managed stakeholder relationships, fostering effective communication and collaboration with key stakeholders during critical projects. Maintained a customer-centric approach, ensuring alignment with stakeholders' needs and expectations throughout the portfolio management and strategic deal-making processes.

## **Sales and Marketing Lead (May 2017- March 2018)**

TedX Chennai, Chennai, Tamil Nadu, India

- Executed various marketing campaigns for TedX Chennai which helped to grow our Facebook and Instagram page and also helped to conduct TedX Chennai Conference with more than 1000 participants.
- Recruited and developed marketing and Sales team for TedX Chennai which helped to create successful online and offline marketing campaigns.

## **EDUCATIONAL QUALIFICATION**

- **Master of Business Administration (MBA)**, Vancouver Island University (**September 2023**)
- **Bachelor of Technology (B.Tech)**, SRM Institute of Technology (**July 2016-May 2020**)

## **CERTIFICATIONS AND LICENSES**

**NSE NCFM Certification (National Stock Exchange Academy Certification in Financial Markets) Successfully completed the following courses:**

- Currency Futures
- Options Strategy and Pricing
- Trading Strategies
- Investment Analysis and Portfolio Management

**Associate member of Institute of Engineers and Certified Chartered Engineer in India**

Membership number- AM1941812

## **EXTRA- CURRICULAR ACTIVITIES:**

- Actively Participated in debates like Spotlight and MUN (Model United Nations) in SRM IST.
- Awarded Certificate of Merit for participation in SRM Indian Energy Conference 2017.
- Active participant in SRM Technical United Conference 2017 organized in association with TESLA.
- Committee Head in Techno-Management fest Aaruush 2018 (National Level Technical Management Fest).
- Guest delegate of 9" UN Young Change makers Conclave 2018.
- Participation in Indo Canadian Workshop on 'Interactive Design on Geotechnical Engineering' 2020.
- Member of the Organizing Team of Rock VIU- which orientation for upcoming students to the University
- Participated in BC MBA Games 2022 as a part of the Spirit team for VIU hosted by UBC.
- Alumni Advisor for VIU MBA games team for BC MBA games in 2023 hosted in SFU.

## **VOLUNTEER EXPERIENCE**

**Man up To Cancer Campaign**, Wolf Brewing Company, Nanaimo, BC

Volunteered as part of the Organizing Team

**CIBC Run For The Cure -Canadian Cancer Society** Nanaimo, BC

Volunteering as Communications Lead