



Jhulik Biswas

✉ jhulikbiswas2015@gmail.com

📞 9432443141

📍 18/F, Jaffarpur Road, Barrackpore, Kolkata-700122, West Bengal, India

🌐 <https://www.linkedin.com/in/jhulikbiswas>



SKILLS

Effective Communication Skills across cross cultural groups	■ ■ ■ ■ ■
Goal achiever within stipulated time	■ ■ ■ ■ ■
MS Office Proficiency	■ ■ ■ ■ ■
Flexible & Fast Learner	■ ■ ■ ■ ■
Conceptual and Strategic thinker	■ ■ ■ ■ ■
Team Player	■ ■ ■ ■ ■



LANGUAGES

English	■ ■ ■ ■ ■
Hindi	■ ■ ■ ■ ■
Bengali	■ ■ ■ ■ ■



KEY COURSES

- Business Organization and Management
- Marketing Management
- Brand Management
- Brand and Account Planning
- Media Communication and Research Methodologies
- Culture and Communication
- Event Management
- Media Planning and Buying
- Sales Management
- Communication Sales
- Creative Development
- Rural Marketing
- Public Relations
- Digital Marketing & Social Media Management



EDUCATION

PGDM in Media Management
IISWBM Jun 2017 - May 2018



SUMMARY

Insightful Marketing Associate driven to help clients solidify business plans based on a solid understanding of market conditions. Strong aptitude in Client interactions, data presentation, feedback analysis and competitor awareness. Committed to skillfully applying traditional and advanced methods to provide clients with a clear picture of how to maximize marketing resources.



EXPERIENCE

Transaction Risk Investigator
Amazon Sep 2020 - Present

- Investigate suspicious activities and behaviors that could pose a risk to Amazon or our customers in global markets
- Ensure high quality decision by applying TRMS standard operational procedures.
- Identify known fraud patterns, discover new modus operandi trends and take actions to minimize risks
- Use a wide range of internet and in-house tools to research transactions and gather data to make accurate decisions
- Take appropriate actions to identify and help minimize Amazon's financial, legal and reputational risk
- Maintain high levels of confidentiality and data security standards
- Achieve weekly productivity and quality standards for investigations.
- Communicate via email and telephone with external and internal customers and financial institutions to make informed decisions about risk

Corporate Marketing Communications Coordinator
Webtek Labs Pvt Ltd Nov 2019 - Aug 2020

- Coordinating with the clients from various Industry verticals for ideation and execution of Digital Media services such as Social Media Posts, Website Designs, Advertisements, etc.

Marketing Research Associate

BlueWeave Consulting & Research Pvt Ltd Aug 2018 - Oct 2019

- Identifying the target market and preparing market research reports on various verticals like Consumer Goods, Healthcare, Automotive, Chemicals etc. with thorough research and understanding.

**Specialization in Integrated Marketing
Communication with 63.2%**

**Bachelor of Arts
West Bengal State University**

May 2013 - Apr 2016

English Hons. Graduate with 55.38%



AREA OF INTEREST

- Books
- Food
- Travel
- Social Media
- Movies

Media Marketing Executive

Artage Media Pvt. Ltd. *Oct 2017 - Jul 2018*

- Handling the Ad Sales and Media Marketing part for – Artage News (News Channel); Music Bangla (Music Channel; Intouch(Magazine); Artage Production; Artage Outdoor Media (Hoardings and Traffic Signals)
- Building a professional relationship with various clients , ad agencies and big corporate houses of Kolkata to business and program integration.

Marketing Intern

One X Solutions Pvt. Ltd *Jul 2017 - Sep 2017*

- Identifying target markets with most appropriate strategies to identify progress
- Assisted a Senior Marketing Manager in the coordination and the follow ups of their Sarodiya Venture “GET EXTRA SALARY” and other projects like “M-CLASSIFIEDS”, “SHADINVITE”.
- Worked collaboratively in a team environment with a spirit of cooperation and dealt with complaints and queries and maintained a personal record.