Sauvik Ghosh Chowdhury

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Dynamic UGC-NET qualified MBA professional with almost 6 years' experience in Teaching and Academic and Operation Management, over 1 year experience in International Relationship and Marketing Management, over 1 year experience in entrepreneurship and 6 months experience in Business Development Manager. Exceptional Teaching Skills with expertise in Marketing Management and Digital Marketing, Hospital and Healthcare Management, Human Resource Management and General Management. Strong hold on Digital Marketing Tools and Techniques. Excellent coordination skills with proficiency in creating relationship between faculty and student, solving query and handling sensitive matter with excellence in quality management and data management. Excellent marketing skills with deftness in project management, strategic management and channel sales management for the development of new markets.

Opportunities Aspiring: Senior level challenging position in a Business School/Institute or University.

Synopsis

- Worked in Mittal School of Business with Lovely Professional University.
- Executed Admission and Registration of students through International Marketing and National Campaigns.
- Ability to create tie-ups with corporates and maintaining a long term relationship.
- Executed counseling and campaign of Digital Marketing in several industries.
- Increased visibility and sales of brands through SEO, SMO and other Digital Marketing Tools.
- Maintained cordial relationship with Department of Academic Affairs to facilitate the academic processes of the school of business.
- Executed and supervised the process of creating time table for the school of business.
- Maintained strong relationship with HODs of department to regulate queries of the department.
- Executed the process of admission and registration of students.
- Strong counseling skills for solving complex situations during admission, registration, placement and mentoring of students.

Work Experience

Organization	Association	Job Profile
Delta Fashion House	May 2018 – Till Date	Proprietor – Entrepreneur
Counseling	May 2018 – Till Date	International Marketing Counselor
Lovely Professional University	Nov 2015 – April 2018	Assistant Professor – Hospital and Healthcare Management, Academic Operations Coordinator
Softyoug Solutions	May 2015 – Oct 2015	Business Development Manager
Lovely Professional University	Jan 2015 – April 2015	International Marketing Manager, International Affairs
Lovely Professional University	Feb 2012 – Jan 2015	Lecturer – Hospital and Healthcare Management, Academic Operations Coordinator, Placement Co-Coordinator
Nadkarni's 21st Century Hospital, Vapi	Oct 2011 – Feb 2012	Assistant Administrator

May 2018 – Till Date: International Marketing Counselor

Responsibilities:
- Developing new clients in International Markets.
- Problem Solving of existing clients of organizations with expertise in Canada, UAE and other countries.
- Building Marketing campaigns for companies and their products.
- Creating tie-ups with the agents in international market to increase the sales.

May 2018 – Till Date: Proprietor, Delta Fashion House

Responsibilities:
- Strategic Digital Marketing for developing new Markets and Clients.
- Nurturing relationship with existing clients locally and nationally.
- Creating Product Portfolio and sales channels for untapped market.
- Creating tie-ups with the reseller and retailers in market to increase the sales.
- Building tie-ups for sale of product and services and maintain long term relationship by enhancing the experience with the company.

Nov 2015 – April 2018: Assistant Professor, Academic Operations Coordinator, Mittal School of Business, Lovely Professional University.

Responsibilities:
- Creating tie-ups with Companies for the training and placement of MBA students.
- Initiating Live Projects for students from companies to deliver the students the real life experiences.
- Counseling prospective students for admission in Lovely School of Business.
- Assisting in placement related activities for personality development and creating higher chances for the placement of the students.
- Handling sensitive data related to admission and registration of various courses.
- Coordinating academic events like capstone project and guest lecture.
- Creating time table for Lovely School of Business and supervising and issues arriving in the conduct of classes.
- Handling all academic related queries and optimization of processes and schemes, syllabus and curriculum of Mittal School of Business.

May 2015 – October 2015: Business Development Manager, Softyoug Solutions

Responsibilities:
- Optimizing work flow in and outside the organization to increase the productivity.
- Creating tie-ups with the agents in the local market to increase the sales nationally as well as internationally.
- Strategic Accounts Management to optimize salary and expense management.

Jan 2015 – April 2015: International Marketing Manager, Lovely Professional University.

Responsibilities:
- Strategic Marketing for exploring the new international markets and nurturing the existing relations.
- Maintaining the cordial relations with the International Embassies.
- Training and development of the different channel partners to make them aware of policies and development in Lovely Professional University.
- Conducting education fairs and various marketing activities for brand promotions at international locations.
- Strategic tie-ups with the government organizations (Ministry of Higher Education, Provincial Education Departments) and education institutes (Universities, Schools and Training Centers) to facilitate the inflow of students and faculties through Exchange Programs
- Training & developments of faculties and non-academic resources within university campus to create awareness about the changing trends in the international markets.
- Managing induction of the students and faculties in all the exchange programs to maintain the smooth functioning of all the divisions in the University.
- Managing Student Support Center (SSC) to facilitate the grievances handling for international student and to enhance their interactions with all the divisions.

Achievements:
- Initiated the marketing campaign in Sri Lanka with Ministry of Higher Education, Ministry of Education and government schools.
- Have initiated the scholarship proposal for students from Sri Lanka with the help of Ministry of Higher Education and Indian Embassy in Sri Lanka.

- Started project with consultancies in Dubai, UAE for recruitment of students in Lovely Professional University.
- Carried out an extensive marketing campaign in Zambia, Malawi and Tanzania in East Africa for promotion and penetration of new markets in the untouched cities of the same for Lovely Professional University.

Feb 2012- Jan 2015: Lecturer, Academic Operations Coordinator, Lovely School of Business, Lovely Professional University.

Responsibilities:
- Creating tie-ups with Hospitals for the training and placement of MBA students.
- Maintaining relationship with management of hospitals.
- Counseling prospective students for admission in Lovely School of Business.
- Assisting in placement related activities for personality development and creating higher chances for the placement of the students.
- Handling sensitive data related to admission and registration of various courses.
- Coordinating academic events like capstone project and guest lecture.
- Creating time table for Lovely School of Business and supervising and issues arriving in the conduct of classes.
- Programme Coordination of MBA (Hospital and Healthcare Management)

Achievements:
- Started Collaboration with Chawla Heart Hospital, Jalandhar for live projects and community projects.

Oct 2011 - Feb 2012: Assistant Administrator, Nadkarni's 21st Century Hospital, Vapi

Responsibilities:
- Managing the relationship of the hospital with industries for conducting various public relation activities.
- Maintaining cost centers and revenue centers of the hospital.
- Regulating the quality standards of the hospital according to ISO.

Achievements:
- Have headed the expansion programme of the hospital for starting a new cancer care unit.

Organizational Research Projects

Organization: Adventist Wockhardt Heart Hospital, Surat.

Duration: **6 Weeks**
Title: Awareness of Facility Management and Safety in the Employees of Adventist Wockhardt Heart Hospital, Surat.

Responsibilities:
- To discover the areas of problem in the hospital where the knowledge of Facility Management and Safety is low or not prevalent.
- To find out the problems that the hospital is facing in implementing the NABH standards.

Organization: SPS Apollo Hospital, Ludhiana.

Duration: **6 months**
Title: Gap Analysis of SPS Apollo Hospital, Ludhiana.

Responsibilities:
- To evaluate the gaps in service delivery of the hospital.
- To suggest measures to minimize the negative Gaps.

Certification

- Completed Program of Import and Export Management from International Institute of Import and Export Management, Surat on November 2018.

- Participated in Workshop on Goods and Service Tax organized by Lovely Professional University on February 2018.
- Participated and obtained "Outstanding" Grade in Workshop on Digital Marketing organized by Lovely Professional University on December 2017.
- Participated in the International Conference on "Strategies for Global Competitiveness and Economic Growth" held on March 2017 and organized by Lovely Professional University.
- Presented Working Paper on "Essentiality of Accreditation for Sustainability of Hospitals in India" in 3rd International Conference on Sustainability and Management Strategy held in IMT Nagpur on March 2014.
- Six Sigma Green Belt from British Standard Institute.
- Program Assistant in Education UK Exhibition in Lovely Professional University.
- Attended International Conference on Recent Advances of Healthcare Infrastructure and Medical Technology at AIIMS, New Delhi on February 2011.

Academic Research Projects

- Created two soft wares for Department of Biotechnology, Jai research Foundation, Gujarat.

Academia

Qualification	University/School	CGPA/Percentage
UGC-NET	University Grants Commission	Qualified
Program in Import and Export Management	International Institute of Import and Export Management, Surat	Not Applicable
M.B.A	Lovely professional University, Punjab	8.66
MSc. Bioinformatics	Sikkim Manipal University, Gangtok	63 %
BSc. Medical Technology	Veer Narmad South Gujarat University	58.3 %
HSC	Gujarat Secondary and Higher Secondary Education Board	50 %
SSC	Central Board of Secondary Education	70.4 %

Extra Curricular Activities

- Co-ordinated the Management Fest (Management Games) in Lovely Professional University held during February 2010.
- Co-ordinated the Management Fest (Chavvi, Business Simulation Game) in Lovely Professional University held during February 2011.
- Co-ordinated the Medical Week in Lovely Professional University held during August 2009 being the overall Student Co-ordinator.

Personal Dossier

Date of Birth: 6th February 1987
Languages Known: English, Hindi, Bengali, Punjabi
Passport Status: Ready & Available
Address: A-101, Karmyog Apartment, Morarji Circle,
                        G.I.D.C., Vapi – 396195, Gujarat.

References and Documents can be provided whenever asked for