



Bharati Vidyapeeth (Deemed to be University)
Institute of Management & Entrepreneurship
Development, Pune



Shresth Ghosh

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A dedicated and passionate educated professional with the ability to adapt to the practical demands of the profession and also apply my work ethic and team work skills to meet the goal of an organization and to gain experience.

EDUCATION

Course	Institution	Examination Authority	Year of Passing	CGPA/Percentage Obtained
MBA - Marketing & Information Technology	Institute of Management and Entrepreneurship Development	Bharati Vidyapeeth	Pursuing	8.83 SGPA
B. Sc. Info Tech	Bharati Vidyapeeth DITM	Bharati Vidyapeeth	2016	63%
HSC	Dr. T. B. Cunha HSSC	Goa HSSC Board	2013	59 %
10 th	Sharada Mandir HSC	ICSE	2011	82 %

EXPERIENCE

Global Infocloud Pvt Ltd.

Internship in Digital Marketing

Duration – 2 months

Social Media Marketing, Search Engine Marketing (SEM) and Search Engine Optimization (SEO).

- Manage social media marketing campaigns.
- Curate relevant content to reach the brand's ideal customers
- Develop and expand customer base and community
- Strategize and manage promotions and social ad campaigns
- Compile social media campaign report for management showing results (ROI)
- Create a marketing strategy and then drive that strategy proven by testing and metrics
- Monitor trends in social media tools, applications, channels, design, and strategy
- Identify threats and opportunities in user generated content surrounding the business
- Analysis of campaigns and transforming anecdotal or qualitative data into recommendations and plans for revising the social media campaigns

Tata Communications Transformation Services Ltd.

IT Executive

Duration – 1 yr 1 month

Served as a full-time IT Support Solutions Executive for Tata Communications with a focus on ensuring smooth operation on a day-to-day basis

Roles and Responsibilities

- Supporting for buildup, and deployment of IT infrastructure.
- Proactive maintenance and support for IT Management.
- Extensive support for new IT delivery within specified timeframe.
- Network management and support
- Development of Automation processes of various IT Processes using PS, batch, python

Tata Communications Ltd.

Internship

Duration – 2 months

Worked on the application of *IBM – Integration Bus Toolkit* in the regular workflows of Tata Communications Ltd. projects.

Roles & Responsibilities:

- Understanding how the toolkit enables integration of various applications
- Configuring and using path patterns for retrieving and transforming data saved on – Oracle 10g, MySQL, Derby databases
- Use of RESTful APIs for transforming application data

CERTIFICATIONS

Cisco Certified Network Associate

Routing & Switching (CCNA)

June 2017

CISCO ID - **CSCO13191361**

RESEARCH PROJECTS

Awareness of Net Neutrality

A survey that is designed to find out the awareness levels of people about the topic of Net Neutrality, its implications, and attempts to address and educate some of the misconceptions around it.

Impact of Digital Marketing on the Food Industry

This study mainly attempts to analyse the impact of various digital marketing tools on the market share of a particular client in the food industry and attempt to develop strategies to increase conversions.

TECHNICAL PROJECTS

Android Music Application

- Fully featured music application with data syncing to/from a connected web server using PHP, PHP-My-Admin (Client/server)
 - Optimizations of list views, comparisons of traditional methods of creating custom list views, and modern methods such as recycler views, lazy loading, caching of image data, and final comparison using Picasso & Glide libraries
 - Admin console – manage all saved data (users, playlists, songs)
 - Data Backend for Admin console - Oracle 10g & 11g
 - Music player with play/pause/next/prev/shuffle/repeat
 - View and edit of embedded ID3 tags of saved mp3s
 - Web console, sync of saved playlists, like and dislike counts of user
 - Pushing new playlist suggestions from console to android application
 - Support for multiple users, each with their own playlists and settings, retrieved from the web service during login
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ARP spoofing, Packets Tracking and Analysis, and Network Monitoring using Kali Linux

- Credentials sniffing via Kali Linux, session hijacking, extraction of other data (images, video, specific text) from victim computer, phishing attacks
 - Live demonstration of credential sniffing of Facebook through ARP Spoofing attack
 - Methods of compromising a network and how to prevent them
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Attendance Management Website using PHP, HTML, AJAX

- Using elements of responsive web design
 - Attendance tracking of registered students (values retrieved from Oracle database)
 - Admin console for edit of values
 - Oracle 10g
 - Display of attendance limit to registered students
 - Session tracking for Admin / student
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Python – phonebook with advanced regex

- CRUD features, with validations on all fields
 - Regex used – validation/searching, lookup of saved values
 - Export of saved contacts
-

Student Management System using C++

- Tracking of students' presence in the classroom,
 - Attendance and Marks
 - Checking if they are eligible for scholarships based on marks
 - Performance remarks from teacher's notes
-

Student Management System using SAP HANA

- Attendance and Marks
 - Checking eligibility to sit for exams based on attendance
 - Checking if they are eligible for scholarships based on marks
-

Quiz Games using C++

- Options based game based on GK questions randomly selected and displayed from the user
 - Timer and high score functionality
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Library System using C# (Visual Studio)

- Tracking of books currently saved via unique identifier code, Name (via substrings), author, etc.
- Fees due and tracking of overdue fees and notifying admin about users with any overdue

PERSONAL DETAILS

Father's Name : Sakti Pada Ghosh
Gender : Male
Nationality : Indian.
Marital Status : Single
Languages : English, Hindi (Read, Write & Speak), Bengali.