



## Anirban Saha

**Interested** in Marketing Science; specifically social media marketing, conversational marketing.

### Contact:

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### Skills:

Programming Languages:

Proficient: Java

Beginner: R, Python.

Previously worked with:

- PHP, JS
- C, C++, C#, ABAP.
- SQL

Soft Skills:

- Team Management,
- Communication,
- Analytical skills,
- Organisational skills.

**Extra-curricular:**

- DKE Mentor, FIN.
- Founding member of the Academic Club at FIN, OVGU
- Core member of RIA Buddy Programme, OVGU.

### Highlights:

- Invited and funded by the USA Government for International Visitors Leadership Program.
- Former Entrepreneur; collaborators include Facebook, The Times of India, NASSCOM.
- Over 6 years of working in interdisciplinary and multicultural teams, working at a national and international level.

### Work experience:

#### Working student (Project assistant, HiWi) at

- a. Support Internationals at FIN, OVGU  
July 2018 - February 2020  
Responsibilities include website maintenance, social media & communications.
- b. TUGZ, OVGU.  
November 2018 - February 2019.

#### Proprietor, Kolkata Bloggers.

January 2016 - March 2018

We did marketing & CRM over social media for events and book launches.

#### Product Manager, eSportsID Tech (startup, Kolkata)

June - December 2015

Responsibilities included market research, team building, feasibility analysis, investment pitches.

#### SAP ABAP Consultant, Tata Consultancy Services Ltd.

2012 - June 2015.

Developed Reports, Interfaces for Sales and Distribution, Finance and Control, Quality Management modules; was active during requirement analysis.

#### Development intern, Indian Statistical Institute Kolkata.

June - October 2011

Linguistic Research Unit, under Prof. Dr. Niladri Dash.

Converted Bengali corpus from ISCII code to unicode; assisted researchers.

### Education:

Otto-von-Guericke University, Magdeburg, Germany

2017 - 2020, M.Sc. in Data and Knowledge Engineering

West Bengal University of Technology, India

2007 - 2011, B.Tech. Computer Science & Engineering

St. Paul's Mission School, Kolkata, India

1993 - 2007, Matriculation

### Other Mentions:

2017: Invited to the International Visitors Leadership Programme funded by the USA Government; for "Finding Common Grounds" (Problem analysis & Conflict Resolution).

Covered by The Times of India, Education Times, The Telegraph, BBC and others for contribution as an entrepreneur, photographer, educator in the field of blogging and photography.