## **Protiva Roy Supta**

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**PROFESSIONAL SUMMARY**

Seasoned technology professional with diverse experience across educational institutions, product management, sales & marketing, business performance, digital strategy, and partnership & new business development.

**WORK EXPERIENCE**

**Adjunct Faculty, Department of Agricultural Sciences – Texas State University, San Marcos**

***March 2023- Present***

* Teaching students based on the department's approved courses, using a variety of instructional strategies appropriate to the needs of students and the standards of the discipline.
* Participate actively in departmental responsibilities including assessment of student learning progress at the course level, participating in department meetings, and other departmental activities.
* Evaluate student progress and provide clear, timely feedback reflecting program learning outcomes and departmental expectations.
* Perform other related tasks like research on departmental projects as assigned by the department chair or dean.
* Driving seamless communication and collaboration across diverse teams to ensure project success.

**Graduate Assistant – Lamar University, USA**

***Jan 2022 – December 2022***

* Supported professors with administrative tasks and MIS software, ensuring smooth operations.
* Graded assignments in Business Intelligence, providing feedback and assessment.
* Guided students with assignments and projects, promoting learning and understanding of SIMNET.

**Product Development Manager, Product Department – Grameen Phone Limited, Bangladesh (Telenor group) *June 2017 – Jul 2021***

* Strategic planning & transformation: Lead in strategic planning and system transformation initiatives.
* Data analytics & visualization: Developed segmentation models and utilized Power BI & Tableau for data analysis and reporting.
* Product lifecycle management: Managed product lifecycle using PLM, ERP & PDM technologies.
* Database expertise: Worked with SQL joins, views & aggregate conditions for database connections.
* Digital growth & engagement: Supported digital efforts, social media marketing, and subscription base increase.

**Campaign Manager, Product Department – Grameen Phone Limited, Bangladesh (Telenor group) *Sep 2015– May 2017***

* Boosted consumer internet activity: Leveraged CRM and e-commerce platforms to drive user engagement.
* Market analysis and positioning: Analyzed markets and ensured strategic brand positioning.
* Data expertise: Proficient in data modeling, advanced SQL, and product life cycle management.
* Revenue-driven development: Led pre- and post-development UAT for data products and campaigns, exceeding revenue targets.
* Customer focus: Resolved customer complaints through CEX and TCM, ensuring positive customer experience.

**Coordinator, Product Department – Grameen Phone Limited, Bangladesh (Telenor group)**

***Sep 2014 – Aug 2015***

* Managed project workflow: Defined, tracked, and communicated action items, deadlines, updates, and correspondence in the database.
* Oversaw project execution: Developed timelines, milestones, and facilitated collaboration with vendors to ensure service quality and on-time delivery.
* Spearheaded new product launch: Coordinated internal and external stakeholders for a successful launch.

**Executive, Customer Service & Administration – Grameen Phone Limited, Bangladesh (Telenor group)**

***Aug 2013 – Aug 2014***

* Managed administrative tasks with planning and logistical support
* Converted leads to sales: Persuaded potential clients through engaging post-sales scripts and product descriptions.
* Grew sales pipeline: Generated leads and ensured accurate data input and follow-up through the CRM system.
* Enhanced customer service: Provided detailed product information and maintained comprehensive records of phone interactions, orders, and finances.

**SKILLS**

**Technical Skills:**

* **Quantitative Analysis**: Economic Modeling, Financial Analysis, Statistical Analysis, Regression Analysis, Time Series Analysis
* **Data Expertise:** Data Visualization, Forecasting, Data Wrangling, Data Cleaning, Data Mining, Proficient in analytical tools (Excel, R/Python), Data visualization tools (Tableau, Power BI)
* **Research:** Market research, Industry knowledge, Competitive analysis, Consumer behavior analysis
* **Project Management:** Project Management, Agile methodology, Product Road mapping, Gantt chart creation, Risk management
* **Technology Expertise:** User experience design, User Interface, Quality Assurance, Regulatory Compliance, Cybersecurity awareness
* **Business Intelligence:** Data Driven Decision making, Digital Marketing, Campaign Management, Customer feedback analysis, Business Process Improvement
* **Financial Management:** Budget Management, Vendor Management, Financial modeling, Cost analysis
* **Softwires:** Power BI, SAP ERP, SQL, SAP CRM, SAP Portal, SAP Business Warehouse (SAP BW), SAP Materials Management (SAP MM), SAP Sales & Distribution, SAP Basis, Tableau, JIRA, PLM software, ERP, PDM system, Agile Project Development, AWS, Business Process Analysis, Data Analysis, Microsoft Access. Microsoft Excel, Power Point.
* **Programming Languages:** Python, Tableau

**Soft Skills:**

* **Communication:** Communication skills, Cross-functional collaboration, Presentation skills, Active listening, Empathy, Negotiation.
* **Leadership & Management:** Team Leadership, Team management, Stakeholder Management, Motivation, Delegation, Conflict Resolution.
* **Problem Solving:** Problem solving skills, Critical thinking, Creative thinking, Decision-making, Analytical skills, Adaptability.
* **Customer Service:** Customer Relationship Management, Customer feedback analysis, Conflict resolution, Emotional intelligence, Service orientation.
* **Sales:** Cross-selling, up-selling, Lead generation, Prospecting, Relationship building, Persuasion.
* **Time Management:** Time Management, Organization, Prioritization, Delegation, Meeting deadlines.
* **Collaboration:** Team collaboration, Interpersonal skills, Teamwork, Conflict resolution, Empathy.

**CERTIFICATIONS**

* Advance Certificate of Business Administration
* 5G Technology Strategy: Next Generation Mobile Networking
* Data Driven Decision Making for Business Professionals

**EDUCATION**

**Master of Management Information System**

**Lamar University, TX USA** *[August 2021 - December 2022]*

*[****Courses****: Enterprise System-CRM, Business Intelligence, Info Assurance and Security, ERP-E-Commerce, Cybersecurity Management, Data Analytics, ERP Overview, Data Mining Predictive Analysis, Intro Programming Business Solution, Managerial Decision Making]*

**Bachelor of Business Administration**

**Stamford University, Bangladesh** *[July 2006 - December 2010]*

**PROJECTS MANAGEMENT**

* IVR (Interactive Voice Response) BOT journey design.
* USSD platform Swap Project & JBoss fuse Platform Swap Project.
* Led data development for SD implementation with the Internet Business team, ensuring project success.
* Managed nationwide internet service provision during COVID-19, demonstrating leadership and agility.
* Championed Grameenphone's 4G launch, overseeing its commercialization and February 2018 deployment.
* Spearheaded 4G SIM replacement drives and implemented territory specific BTL campaigns, achieving significant 4G adoption.