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# SAMRAT CHAKRABORTY

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## PROFESSIONAL SUMMARY

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Sales professional with a strong foundation in Cybersecurity and Business Analytics, currently pursuing a double degree at Macquarie University. With a blend of technical expertise and sales acumen, I excel at driving revenue growth, fostering customer relationships, and using analytical skills to solve complex problems. Driven by challenges, I am focused on leveraging my technical knowledge and sales experience to enhance business operations and deliver exceptional customer experiences in the tech industry.

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## SKILLS

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- Product and Service Sales
- Strategic Selling
- Positive Customer Engagement
- Analytical Thinking
- Customer Needs Assessments
- Product Knowledge
- Rapport Building
- Conflict Resolution

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## TECHNICAL SKILLS

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- Python
- RStudio
- PowerBI
- Networking Fundamentals
- Java
- SQL
- Microsoft Suite
- Tableau

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## WORK HISTORY

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### **AI Development Intern, 05/26 - Present** **Smart Energy Answers – Castle Hill**

- Utilised HubSpot CRM and HubSpot AEO tools to analyse brand visibility, monitor competitor performance, and optimise AI search related content strategies.
- Worked on Answer Engine Optimization projects to improve brand visibility across AI powered search platforms such as ChatGPT, Google Gemini, Perplexity, and other generative search engines
- Conducted research on Artificial Intelligence technologies, machine learning trends, and prompt engineering techniques to support business innovation initiatives.
- Streamlined proposal generation processes by optimizing OpenSolar workflows, enhancing efficiency and supporting a faster customer quotation turnaround.
- Collaborated with sales and technical teams to configure accurate system designs, pricing structures, and customer-facing proposal documentation.

## **Sales Operations, 12/24 - Present**

### **User Experience Consultant, 12/23 – Present**

#### **Samsung Electronics – Parramatta**

- In-depth knowledge of Samsung products, including smartphones, tablets, smartwatches,
- Expertise in troubleshooting and resolving technical issues related to Samsung devices.
- Strong understanding of Samsung's product ecosystem and integration capabilities.
- Ability to conduct product demonstrations and training sessions for customers.
- Resolved 95%+ escalated customer concerns involving device performance, software bugs, and warranty issues, coordinating directly with Samsung's technical support and service departments
- Drove a 30% increase in device upgrades by identifying customer needs and recommending tailored Samsung solutions.

## **Sales Advisor, 09/2023 – 12/23**

### **H&M – Macquarie Park**

- Recommended complementary purchases to customers, increasing revenue.
- Resolved concerns with products or services to help with retention and drive sales.
- Assessed expected product demands and coordinated necessary merchandise levels to meet goals.
- Operated cash register for cash, check, and credit card transactions with excellent accuracy levels.

## **Retail Salesperson & Technician, 02/2022 – 02/2024**

### **Harvey Norman Computers – Auburn Flagship Store**

- Meeting Sales KPI's exceeding by 10-30%, 6 months in a row
- Generated brand awareness and positive product impressions to increase sales by 15%.
- Increased Sales by 20% by offering advice on purchases and promoting additional products.
- Bolstered customer retention by 25% through building rapport, creating and offering unique discount options and inspiring interest in new product lines e.g. Optus Telecommunications.
- Executed complex software recovery, OS reinstallation, BIOS updates, and driver management across Windows, macOS, and Android platforms
- Maintained compliance with data privacy policies and ensured ethical handling of customer information during all repair processes

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## EDUCATION

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**Bachelor Of Information Technology Majoring in Cybersecurity & Business Analytics**  
**Macquarie University - Sydney, NSW**

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## PROJECTS

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**Cybersecurity PACE Capstone Project – Privacy Testing Framework for Machine Learning Models**  
*Macquarie University | 2025*

- Designed and implemented a Membership Inference Attack (MIA) simulation framework to evaluate privacy vulnerabilities in machine learning models.
- Developed end to end pipelines using Python (Scikit-learn, Jupyter) to train shadow models, attack models, and assess inference accuracy.
- Contributed to architectural decisions, task delegation, and stakeholder communication while adapting to technical constraints (e.g., GitHub LFS, Docker environments).
- Demonstrated effective teamwork, version control, and ethical decision-making across iterative deliverables and client handovers.

**Business Analytics Capstone Project – Customer Insights & Predictive Modelling for Co-ops Federation**  
*Macquarie University | 2025*

- Completed an end to end business analytics project for Co-ops Federation, supporting their goal of improving member engagement, operational efficiency, and data-driven decision-making.
- Developed predictive and analytical models (Regression, Classification, and Clustering) to uncover member retention drivers, segment cooperative groups, and forecast engagement levels.
- Designed interactive dashboards in Power BI/Tableau, enabling stakeholders to visualise KPIs, membership patterns, and actionable insights.
- Conducted extensive data cleaning, preprocessing, and exploratory data analysis (EDA) using Python, RStudio, and Power BI to identify key trends in membership behaviour and organisational performance.
- Worked collaboratively in a consultant style team environment, delivering reports, stakeholder presentations, and strategic recommendations to strengthen Co-ops Federation's analytics capability and support long-term planning.

## **AEO Implementation Project - AI Search Visibility Enhancement**

*Smart Energy Answers | 2026*

- Led the implementation of Answer Engine Optimization (AEO) strategies to improve Smart Energy Answers' visibility across AI powered search platforms and generative search engines.
- Conducted content audits and optimization initiatives to align website content with AI search and answer engine best practices.
- Enhanced website structure, schema markup, FAQs, and knowledge-based content to improve discoverability and answer relevance in AI generated search results.
- Analyzed search performance metrics and user engagement data to identify opportunities for improving AI search visibility and organic reach.
- Collaborated with marketing, content, and technical teams to develop AI-friendly content frameworks that increased search accessibility and information accuracy.
- Researched emerging trends in AI search, generative engines, and SEO to support ongoing digital marketing and content optimization strategies.
- Implemented structured data and content organization improvements to strengthen search engine understanding of renewable energy products and services.
- Contributed to digital growth initiatives by supporting the company's transition from traditional SEO practices to AI-driven search optimization methodologies.

## **OpenSolar Proposal Automation & Standardization Project**

*Smart Energy Answers | 2026*

- Designed and developed standardized solar proposal templates in OpenSolar, improving proposal consistency and reducing preparation time.
- Customized proposal layouts, pricing structures, and system design presentations to align with company branding and customer requirements.
- Collaborated with sales and technical teams to optimize proposal workflows and enhance customer facing documentation.
- Configured solar system products, financing options, and installation details within OpenSolar to ensure accurate proposal generation.
- Improved proposal efficiency by streamlining template structures, reducing manual data entry and administrative workload.
- Maintained and updated proposal templates to reflect changing product offerings, pricing, rebates, and regulatory requirements.
- Conducted quality assurance checks on proposal outputs to ensure accuracy and compliance before customer distribution.
- Assisted in the implementation of process improvements that enhanced the overall sales proposal experience for customers.