

# RESUME



## BISWAJIT PAUL

### Branding Manager - Marketing & Branding

Marketing professional with 10 years plus experience & Engineering with 2 year plus and Marketing activation. Strong expertises in developing brand name with quality improvisation with build a brand value.

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Liluah, Howrah, Pin - 711 203,  
Howrah, West Bengal, India



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### SKILLS

Showroom layout design

2D Auto CAD design

Digital marketing

Email Marketing

showroom execution plan &

Coordination

Brand promotion & awareness

Advertising

event mangement

Branding ATL/BTL activation

### LANGUAGES

Bengali

Hindi



English

Odhia



## WORK EXPERIENCE

### Assistant Manager - Branding & Marketing

Sunshine Tiles Co. Pvt. Ltd. (SUNHEARRT CERAMIK)

Ceramics Industry - Manufacturer of Tiles, Big slabs & Sanitary Products.

05/2017 to till date.

Eastern Zone of India

#### Achievement/ Tasks

- Specialization in New Showroom Development through (2D Auto Cad) Layout, Sample planning & Execution with Interior Designs.
- Handling All type of Branding Activities related to dealers & Sub-dealer & Co. Experience centres.
- All type of POP requisition generates & arrange to distribution to dealers & Sub-dealers, Projects, Etc.
- Arrangement of Exhibition / Event New product launch, Engineer & Architect Meet Mason Meet for Branding promotion & Development.
- Vendor Management & best rate finalize to give harvest result to management.
- Handling ATL/BTL Activation.
- Office work with MS Office with others & Online activations.

### Branding Executive

Kajaria Ceramics Ltd.

Ceramics Industry - Manufacturer of Tiles, Big slabs & Sanitary Products.

05/2014 to 04/2017

Odisha, Bihar, Jharkhand

#### Achievement/Tasks

- Handling all branding activities of dealers & sub-dealers.
- Marketing for new showrooms and making 2D autocad layouts planning & coordination with sales team sample data list for display.
- New product launch, Exhibition, Mason Meet program arrange & utilize for brand promotion.
- New Client/Dealer area survey for developing constructive showrooms.
- Vendor Management and best rate finalize to give a harvest result to management.
- Presentation making for new launch program & finalize with management.

### Jr. Engineer

Paharpur Cooling Towers Ltd.

Specialization in Cooling Towers Production

04/2011 to 04/2014

India

- Professional of Cooling tower

## ACHIEVEMENTS

- Increased sales revenue by 30% through the implementation of a new digital marketing strategy (Barcode Stickers, 3d Module software's, Marketing in Social media Platform).
- Built and maintained effective relationships with key stakeholders, resulting in securing major contracts and partnerships.
- Led a team of marketing professionals, resulting in the successful execution of various marketing campaigns and initiatives.
- Implemented cost-effective marketing strategies that resulted in a significant increase in ROI for various marketing campaigns.
- Created and maintained detailed marketing analytics reports, providing valuable insights to the company's management team.

## CERTIFICATES/ EDUCATION

- Sketch up and 3DS Max pursuing from CAD Point , Kolkata.
- Bachelor in Business Administration from NIME(Delhi) on 2017 with 71.69%
- Site Supervisor in Civil Engineering from Don Bosco Self Employment Research Institute at Howrah in 2011 with 73%.
- Amin Survey Passed from Don Bosco Self Employment Research Institute at Howrah in 2011 with Distinction.
- Higher Secondary Pass in 2010 with 56%.

## PERSONAL DETAILS :

**Date of Birth** : **14 April 1993**  
**Permanent Address** : **Burma colony, Bhattanagar, Liluah, Pin - 711203  
Howrah, West Bengal, India.**  
**C/O** : **Arun Paul**  
**Sex** : **Male**  
**Cast** : **General**  
**Nationality** : **Indian**  
**Marital Status** : **Married**  
**Interest** : **Computer, Outdoor Games**  
**Hobbies** : **Interacting with peoples , Reading Books, Travel**

## DECLARATION

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

**DATE :**

**PLACE :**

**SIGNATURE**