

# SHANKAR DEY

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## CAREER PROFILE

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I am a seasoned Marketing Management Professional with more than 9 years of experience in Channel Sales of products. I am proficient in Planning and monitoring of various multiple projects. As a Business Development Manager I am responsible for achieving business plan targets whilst maximizing profits at the desired margin within the target dates for all the clients.

- My competencies include Planning/Development of business models, Forecasting and tracking key account metrics, Responsible for P& L decisions, Maintaining relationship with stakeholders, Cross functional approach through coordination with multiple teams in inter and intra geographies, Creating a balance in inventory growth and demand to ensure optimization, Discovering & exploring opportunities, Forecasting and tracking key account metrics, Identifying short and long term growth opportunities, Identifying short and long term growth opportunities, Quality assurance and satisfactory customer service, Variance Analysis, Client Coordination, good team player.

## CAREER HIGHLIGHT

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- Prepared detailed estimate of online advertisement potential in Guwahati and hence increased the online advertisement in our portal on an annual basis. After rigorous meetings, an amount of 2.43 lacs was being sanctioned for a two day property fair to be held at Dubai'15 from a single client namely " Unique properties(P)ltd.
- Part of the team which was actively involved in participation of tenders for government projects and hence closing a deal of 2 cr. from NEEPCO and many other projects from BHEL, IOCL.
- Developed a market segmentation strategy, identifying all necessary parameters i.e. comparative analysis, identifying the customer needs, promotional activities, along with the monitoring competitor schemes and services, which was phenomenal in achieving desired results of the new products launches of our brand.

## PROFESSIONAL EXPERIENCE

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**Oravel Stays Pvt Limited, Guwahati, India**

July 2019 to Jan 2020

OYO Rooms is a website for booking budget lodging. It is owned by Oravel Stays Private Limited and is based in Gurgaon, Haryana, India. It is the largest such website in India.

It has 450,000 listings in 500 cities in India, China, Malaysia, Nepal, the United Kingdom, United States, the United Arab Emirates, Saudi Arabia, the Philippines, Indonesia and Japan.

The company also operates OYO Home, an Airbnb-like marketplace for short-term managed rentals.

### **Business Development Manager- Self Operated Business( SOB-Supply)**

Responsible for P&L driven decisions for the assigned area.

Identifying and finalizing new properties, and for maintaining relationship with all stakeholders to run these properties profitably.

Responsible for end-to-end business development of the assigned area; includes planning and building short-term and long-term supply.

Cross-functional approach through coordination with multiple teams in inter and Intra- geographies.

Creating a balance in inventory growth and demand to ensure optimization.

Proposes potential business deals by contacting potential partners; discovering and exploring opportunities.

**Magicbricks Realty Services Ltd**, Guwahati, India

Apr'2014 to July 2019

*It is a division of Times Internet Limited, a wholly owned subsidiary of Bennett, Coleman & Co. Ltd (The Times Group) is a website that provides a common platform for property buyers & sellers to locate properties of interest in India, and source information about all property related issues.*

**Assistant Manager – Guwahati**

Organize meeting with esteemed clients, Development and implementation of Strategies for online promotion, Prepare Annual Budgets, Forecasting and tracking key account metrics, Being a Single point of contact to priority clients and resolving any issues that they have, Generating awareness in the market by organizing seminars, Providing Quality assurance and satisfactory customer service to our clients, Preparation of pipelines for monitoring of sales, Making Presentations to Client and senior Management, Extensive use of SAP for order booking and daily reports

**Achievements**

- Successfully closed a deal of Rs.2.43 lacs from a single client, for a two day property fair which was held in Dubai'15.
- Successfully helped in growth of online promotional potential from Guwahati city.
- Developed and implemented strategies which helped in constant growth for online business from Guwahati city.
- Handled various esteemed clients and providing the best after sales service which helped in client retention.
- Maintain a very friendly and jovial relationship with the team mates, client which always helped to increase productivity at work.

**JUD Group (BEST CEMENT)**, Guwahati, India

Aug'2011 to Mar'2014

*The UD Group has already carved a niche for itself in the Northeast. Known for its superior and varied product lineup, the group has diversified itself into fields as varied as manufacturing woven sacks, metallurgical coke, construction and infrastructure, mining, PU foam and high-grade cement.*

**Senior Executive, Non-trade (Chanel Sales)**

Reported to the MD of the company, participated in tender of all GOVT projects, Coordination with the esteemed clients/MES contractors/PWD Engineer and other stakeholders, Prepare Project Information Memorandum for Govt. projects, Review Detailed Project Reports, Identifying Competitors strategy, Ensuring quality assistance and resolve customer enquiries/issues, Preparation of DSR for tracking sales and documentation, Study the manual for the online tender participation, Prepare Monthly Report for Board of Directors.

**Achievements**

- Was part of the team which was actively involved in participation of tenders for government projects and hence closing a deal of 2 cr. from NEEPCO and many other projects from BHEL, IOCL
- Worked closely with the PWD and MES Contractors for the consumption of our product in various undergoing projects.
- Was single point of contact for the Stakeholders such as Builder/ PWD Engineer, Architects, and MES Contractor for resolution of any query
- Presented the progress of dispatch report to the director and prepare Minutes of Meeting.

**Godfrey Philips India**, New Delhi, India

June'2010 to July'2011

*Godfrey Phillips India Limited, a flagship company of the Modi Enterprises, is one of India's largest cigarette manufacturers. We make some of the best cigarette brands in the country including Four Square, Red & White, and Cavanders, as well as the recently launched Hawk Eye brand of premium cigarettes.*

**Field Researcher**

Handled the promotional activities for the visibility of our brand in the region, conducting market research for our newly launched brands. Interaction with the customers/stock holders for identification of their needs, Auditing of the Stakeholders, Analyzing competition market's products/schemes and thereby plan accordingly

for increase of sales of our brand. Compliance required for achieving Financial Closure from the stock holders, maintaining of stocks and preparation of DSR.

### **Achievements**

- Developed a market segmentation strategy, identifying all necessary parameters i.e. comparative analysis, identifying the customer needs, promotional activities, along with the monitoring competitor schemes and services and thereby plan accordingly for increase of sales of our brand which was phenomenal in achieving desired results of the new products launches of our brand.
- Coordinated with the stock holders for Detailed reports on the new products, auditing of stocks, Prepare summary and presentation for segmentation of all the brands for effective research
- Responsible for promotion and increase the visibility of our brand in the entire region.

### **EDUCATION**

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**MBA in Marketing and Finance, Uttar Pradesh Technical University of Technology, UP, India.**

### **CERTIFICATIONS**

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Assam Engineering Institute has conferred the title of "Diploma in hardware and networking"

Sikkim Manipal University has conferred the title of "Degree in Bachelor of Information Technology"