

Resume

Name : **SHUBHOMOY CHAKRABORTY**
Address : **21A, Rani Shankari Lane,**
Kolkata - 700026,
West Bengal,
India.
Email Id : **shubhomoy.87@gmail.com**
Contact Number : **8981617031/8910240387**

CAREER OBJECTIVE

To work for an organization that utilizes my abilities and gives me challenging opportunities for all around development of personality and career growth.

PROFESSIONAL EXPERIENCE

Name of the Company : **ATS MARKETING (February 2019 – September 2023)**
Job Title : **Senior Sales Executive**
Job Location : **Kolkata and South 24 Parganas**
Job Role :

1. Develop and implement effective sales strategies and plans tailored to the Kolkata and South 24 Parganas markets to achieve sales targets and company objectives.
 2. Build and maintain strong relationships with key clients, including distributors, retailers, and wholesalers in the designated region. Identify client needs and provide solutions using our edible oil products.
 3. Stay updated on local market trends, competitor activities, and consumer preferences related to edible oils in Kolkata and South 24 Parganas. Utilize market insights to adapt sales strategies and identify growth opportunities.
 4. Provide leadership and guidance to the sales team covering the Kolkata and South 24 Parganas areas. Set performance goals, conduct training sessions, and monitor progress toward sales targets.
 5. Collaborate with the sales team to develop accurate sales forecasts and budgets specific to the region. Continuously monitor sales performance and take proactive measures to meet or exceed targets.
 6. Develop a comprehensive understanding of our edible oil product range, including features, benefits, and applications. Effectively communicate product information to clients and sales team members.
 7. Prepare and deliver compelling sales presentations and proposals to potential clients in Kolkata and South 24 Parganas. Customize presentations to address unique customer needs and preferences.
 8. Negotiate terms and conditions of sales agreements to ensure mutually beneficial outcomes for clients and our company. Ensure contracts are executed in compliance with company policies.
 9. Generate regular sales reports and updates for senior management. Provide actionable insights and recommendations based on sales data and market feedback within the region.
 10. Collaborate closely with the customer support and logistics teams to ensure timely product deliveries and resolve any customer issues or concerns promptly.
 11. Ensure that all sales activities and transactions adhere to company policies, industry regulations, and legal requirements within the Kolkata and South 24 Parganas areas.
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Name of the Company : **Emami Frank Ross Limited (February 2018 – January 2019)**
Job Title : **Junior Digital Marketing Executive**
Job Location : Kolkata.
Job Role :

1. Plan and execute all digital marketing, marketing database, e-mail, social media and Display advertising campaigns.
 2. Assist in creating, scheduling, and posting engaging content on Company's social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn).
 3. Design, build and maintain social media presence.
 4. Assist in managing and optimizing Facebook Ads.
 5. Identifying trends and insights, and optimize spend and performance based on the insights.
 6. Collaborate with agencies and other vendor partners.
 7. Improving the user experience on the company's website (Includes design, content and usability).
 8. Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
 9. Stay updated on industry trends and monitor competitors' digital marketing efforts.
 10. Provide reports and insights to the digital marketing team to inform future strategies.
 11. Creating Social Media Marketing strategies to create a brand name in social media and Raise – Awareness.
 12. Maintaining C-panel of Company's website.
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Name of the Company : **Alcon Syndicate (October 2014 – January 2018)**
Job Title : **Senior Sales Executive**
Job Location : Kolkata.
Job Role :

1. Develop and implement comprehensive sales strategies and plans to achieve sales targets and company objectives within the HVAC (Heating, Ventilation, and Air Conditioning) industry in Kolkata.
 2. Build and nurture strong relationships with key clients, including contractors, builders, engineers, and HVAC service providers in the Kolkata region. Identify client needs and provide tailored solutions using our HVAC products and services.
 3. Stay updated on local and regional HVAC industry trends, competitor activities, and market dynamics in Kolkata. Use this knowledge to adapt sales strategies and identify new business opportunities.
 4. Provide leadership and guidance to the sales team based in Kolkata. Set performance goals, conduct training sessions, and monitor progress toward achieving sales targets.
 5. Collaborate closely with the sales team to create accurate sales forecasts and budgets specific to the Kolkata market. Regularly monitor sales performance and take proactive measures to meet or exceed targets.
 6. Develop a deep understanding of our HVAC product range, including features, benefits, and applications. Effectively communicate this information to clients and sales team members.
 7. Prepare and deliver persuasive sales presentations and proposals to potential clients in Kolkata. Customize presentations to address the unique needs and requirements of local customers.
 8. Skilfully negotiate terms and conditions of sales agreements to ensure mutually beneficial outcomes for clients and our company. Ensure that contracts are executed in accordance with company policies.
 9. Generate regular sales reports and updates for senior management. Provide actionable insights and recommendations based on sales data and feedback from the Kolkata market.
 10. Collaborate closely with our customer support and logistics teams to ensure timely product deliveries and resolve any customer issues or concerns promptly.
 11. Ensure that all sales activities and transactions adhere to company policies, industry regulations, and legal requirements within the Kolkata region.
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Summer Internship Program from Business Standard Kolkata in Market Development Department

A Project with Calcutta Media Institute:

Project Title: Digital Initiative for Jeweller Company

Mentor: Faculty of Calcutta Media Institute.

EDUCATIONAL QUALIFICATION

Certificate Course of Computer Application, English Communication & Workplace Readiness from Anudip Foundation

Certificate Course of Digital Marketing from Calcutta Media Institute.

Masters of Business Administration (MBA) from Swami Vivekananda Institute of Management and Computer Science under West Bengal University of Technology (WBUT) Specialization Major Marketing and Minor Human Resource: With DGPA Score 7.19. (2012-2014)

Bachelor of Business Administration (BBA) From Academy for Professional Excellence (apex) under Sikkim Manipal University with 66.6% marks in 2010.

I.S.C from St. Helen School in the year 2007 with 56.6% marks.

I.C.S.E from St. Helen School in the year 2005 with 52.7% marks.

Personal Details:

Fathers Name : Tanmoy Chakraborty.

Date Of Birth : 15th December 1987.

Status : Male, Married.

Nationality : Indian

Languages known : Bengali, Hindi and English

I do hereby declare that all information mentioned above is true to the best of my knowledge.

Date:

(SHUBHOMOY CHAKRABORTY)