



SAYEM SAMAD

SENIOR DESIGN EXECUTIVE





Contact

 02/02/1990

 +919819124563

 sayem.co.corp@gmail.com

 9 Convent Road, 700014 Kolkata, India

 www.bohoinca.com

 www.linkedin.com/in/sayem-samad

Education

SSC

W.B.B.S.E

2006 | Kolkata, India

Higher Secondary

W.B.C.H.S.E

2006 – 2008 | Kolkata, India

Bachelor Of Arts : Graduation

Calcutta University

2009 – 2012 | Kolkata, India

Advance Diploma In Interior Design

INIFD

2010 – 2012 | Kolkata, India

Skill

- Customer Service
- Time Management
- Critical Thinking
- Problem Solving

About Me

Service-oriented Senior Design Executive with 9 years background in sales. Core competencies include marketing, customer service, retail sales and management aptitude, enable to create logical and convincing presentations, cheerful, co-operative and helpful by nature. Handle task with accuracy and efficiency.

Experience

Asian Paints Limited 2013 - 2016 | Kolkata

Colour Consultant

- Create attractive designs and layouts for various projects, 3D, 2D, layout and renders for clients.
- Communicate effectively with client, vendors and team in order to address client's needs
- Create quotes for clients and ensure SOP is followed
- Meeting with clients to scope the requirements and understand who else is involved in the project. Then develop a job estimate for approval.
- Study of space and the person like, who will be using the space? Everything from their likes to dislikes and anything else that will help in identifying their need in developing a colour palette.

Asian Paints Limited 2016 - 2020 | Mumbai

Senior Designer

- Direct and supervise associates engaged in sales
- Drive Customer experience & Relationship Management.
- Driving Wallcovering category at Dealer + Architect level
- Driving Central Marketing initiatives via regional team
- Ensuring Net Promoter Score of 60% (Customer rating).
- Instruct consultants on how to handle difficult and complicated customers.
- Ensuring the team is properly engaged and motivated for better productivity and low attrition.
- Monitor sales activities to ensure that customers receive satisfactory service and quality product
- Hire, train and evaluate personnel in sales or retail establishments, nominating workers for promoting when appropriate.

Asian Paints Limited 2020 - Present | Mumbai

Senior Design Executive

- Customer Testimonials - Static/Video
- Consumer Activation (Digital + Offline)
- Local Activation to increase customer walk-ins.
- Publishing quarterly newsletter to all stakeholders across company
- Driving Innovation around Decor throughout active dealers at country level
- Estimate consumer demand and determine the type and amount of product to be sold.
- Driving Focus Product (Paint and Texture) category across active dealers at country level.
- Driving Wallcovering category at Senior Designer+ Designer Associate level on value plan.
- Mapping customer website journey to ensure customer output is mapped as per the style.
- Plan and co-ordinate advertising campaigns and sales promotions, confer with company officials to develop methods to increase sales and services.
- Brand Revision - Working closely with IT to ensure timely website revamp with new design, look, UI/UX and logo
- Re-design customer website journey making it end to end user friendly. Making output easily accessible to customers.