



# SHISHU KUMAR PAL

## MARKETING AND SALES PROFESSIONAL

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### OBJECTIVE

MBA graduate with emphasis to marketing. Dynamic and result oriented professional with a successful track record in marketing strategies and events. Articulate and persuasive in dealing with management, peers, staff and various clientele. Consistently meets and exceeds corporate sales goals, while also mentoring staff to improve customer satisfaction. Strong decision-making leadership and marketing skills.

### TRAINING & CERTIFICATIONS

- MS Excel
- MS PowerPoint

### SKILLS

- Strategic Planning
- Relationship Management
- Excellent Communication
- Collaborative team player
- Research-based decisions

### EDUCATION

#### **MBA in MARKETING & IT**

*(Completed, May 2020)*

Balaji Institute of Modern Management | BIMM, Pune

#### **Bachelor of Technology in Computer Science**

*(Graduated, March, 2017)*

Siliguri Institute of Technology | SIT, Siliguri

### WORK EXPERIENCE

#### **Polycab India Ltd.**

Business Development (Aug-20 – Present)

- Appointed as Deputy Manager in LDC (Light Duty Cable).
- Expanding Business to the untapped market and maintaining relationship with our channel partners and End Consumer.
- Provide Product Training to the new joined salesperson.
- Keeping eye on the competitor's product quality, specification, approvals, Test Certificate etc. and accordingly we do competitor analysis and make strategy.
- Currently Responsible for Acceleration of Sales in Bhopal city.



## SUMMER INTERNSHIP

### Whirlpool India Pvt. Ltd.

(May – June 2019)

### LANGUAGES

English

Bhojpuri

Hindi

Bengali

### PERSONAL INTERESTS

- Travelling
- Reading
- Playing Cricket
- Cooking
- Cycling

### PERSONAL INFORMATION

- Birth date: 31-07-1994
- Gender : Male
- Nationality: Indian

- Marked territory for new sales initiatives and increasing Brand Awareness in Panchmahal District (Gujrat).
- Maintaining Relationship with our channel partners.
- Successfully Opened 20 New Counters and started Regular Business with them.
- Conducted BTL activity in Panchmahal District.
- Awarded as Second-Best Performer In terms of overall Evaluations.



### ACHIEVEMENTS

- Awarded as 5th Best Corporate Presentation during Induction Program in Post-Graduation.
- Awarded as 100 % LHR (Learning Hour Record) for First Year in Post-Graduation.
- Recognized for successfully conducting the National HR conclave for BIMM as Chief Coordinator.
- Instrumental Head of the Internship team for BIMM and Successfully placed 360 students in leading companies.



### ACADEMICS

- 2020 Post Graduate Diploma in Management-Marketing from Balaji Institute of Modern Management (BIMM) Secured 63.08%
- 2017 B. Tech in Computer Science and Engineering from Siliguri Institute of Technology (SIT) Secured 7.42/10 GPA.
- 2012 High Secondary ST. Joseph's School, NTPC Kahalgaon Bhagalpur Bihar (CBSE Board) Secured 63.40%.
- 2010 Secondary ST. Joseph's School, NTPC Kahalgaon Bhagalpur Bihar (CBSE Board) Secured 64.60%.