

# Curriculum vitae

## PROFILE SUMMARY:-



## SHUDDHA SWATTA BOSE

🏠 "P-66, Pragati Pally, Kalindi, Kolkata - 700089"

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An ambitious and goal-oriented professional looking for an entry-level position in the Marketing and Sales domain where I can employ my educational capabilities in the area of expertise gained during my MBA degree and excel in my work through diligence and commitment. Be well informed with market research and excellence in brand awareness strategies to uphold and promote the value of the brand

## PROFESSIONAL SKILLS

- Affluent managerial skills – planning, organizing, leading, controlling
- Excellent team building and team management skills.
- Good Leadership Skills.
- Excellent Communication Skill.
- Smart, Dynamic & Challenging To Play a Positive Role In a Challenging Environment.
- Sincere & Hardworking.
- Comprehensive problem solving abilities.
- Proficient at :
  - MS-WORD
  - MS-EXCEL
  - JAVA
  - C++
  - R

- Professional with approximately 1 year of rich experience in Marketing and Sales domain, Strategic Planning & Business Development along with Team Management.
- Keen analyst, highly skilled in Market / Sales Forecasting, quick to identify & formulate strategies to exploit Business Opportunities.
- Ability in restructuring operations to revitalize Business.
- Outstanding Relationship Building, Training & Presentation skills.

## CORE COMPETENCIES:-

- Ability to lead and empower the sales team to generate repeatable revenue.
- Smooth Management skills to lead a team and drive the organization in the right direction.
- Notable team building and team management capabilities to establish firm command and coaching.
- Strong analytical skills.
- Purpose and values as well as perseverance and attention to detail.
- Ability to collaborate effectively within a multicultural environment.
- Ability to navigate complex and ambiguous environments.
- Being a communication channel between the company and the Distributor Salesmen.
- Strongly committed to work according to a schedule with proper planning to meet the target.
- Effective utilization of digital platforms to boost and improve sales.

## INTERNSHIP AND ACCOUNTABILITIES:-

1. Worked as an Intern in **Parle Products Pvt Ltd.** – In the Sales Department for two months.

### RESPONSIBILITIES:

- To ensure maximum visual impact in retailers through merchandising techniques to drive marketing and growth initiatives.
- To take responsibility in delivering the field KPI's and achieve current objectives.
- Decide on trade deals such as sales promotion, FOC, with the newly collaborated outlets to make them align with our business standards.
- Collaborate very closely with teams from other departments to assist in delivering excellent end-to-end customer service delivery & response to market trends and needs.
- Observe the market and identifying potential outlets to increase market operations.
- Ensure correct and complete customer information is conveyed to the distributor by Taking care of route operations, market scheming and breakages at the Go down.
- Respond to dynamic changes to changing demand through changes in servicing norms, SKUs, Signage.
- To understand the present market scenario concerning its competitors.
- Showcasing the latest products and also the Parle "Platina" collection.
- Performed various surveys, comparisons, and gathered reviews to develop brand strategy analysis.
- To communicate the relevant and concerned Offers and discounts among The distributors and vendors
- Understand and implement the plans and ideas for launching new products.

## HOBBIES & INTERESTS:-

- Photography
- Watching Web Content
- Digital Gaming
- Health & Fitness

## LANGUAGES:-

- English : Fluent
- Bengali : Fluent
- Hindi : Fluent
- German : Beginner Level

## EDUCATIONAL QUALIFICATION(S) :-

- Master of Business Administration (MBA) from Heritage Business School (MAKAUT) in 2020 scoring CGPA 8.43
  - Major: Sales & Marketing
  - Minor: Business Analytics
- Bachelor of Technology (B.TECH) from Amity University, Uttar Pradesh (AUUP) in 2017 scoring CGPA 5.33
  - Electrical & Electronics
- Indian School Certificate (ISC) from St. Francis Xavier School in 2013 scoring 73.5%
- Indian Certificate of Secondary Education (ICSE) from St. Francis Xavier School in 2011 scoring 83.5%

## ACHIEVEMENTS :-

- Won Esports Tournament – 1<sup>st</sup> Position.
- Won Swimming Competition – 2<sup>nd</sup> position.
- Won Drawing Competition – 1<sup>st</sup> position.
- Initiated and developed YouTube channel in department of streaming.
- Participated in several campaigns with regards to save water, use eco-friendly products

## INTERNSHIP & ACCOUNTABILITIES:-

2. Completed Sales Training Course by Chris Croft from Udemy which comprised of the new process of selling which focused on building relationships with clients based on their behavior. The course projected ideas regarding diagnosing the sale and also to prescribe the solution. It also showed methods regarding objection handling and closing techniques.

3. Completed internship in The Calcutta Electric Supply Corporation Limited (CESC) for duration of fifteen days. It formulated the concepts and process based on production of electricity to distribution.

## WORK EXPERIENCE:-

COMPANY NAME : One Point One Solutions, Gurgaon  
DURATION : November 2017 to July 2018  
DESIGNATION : Customer Executive

### Responsibilities :-

- Coached a group of trainees in their process of learning and development for the Job.
- Connect with clients over the phone to provide complete insurance advice and spot potential sales and referral opportunities
- Within established timeframe, provide phone requested quotes to customers/agents for changes to existing lines or products.
- Handle special projects/other related assignments as delegated by Team Manager.
- Good judgment and initiative, developing resolutions to complaints.
- Communicate and co-ordinate with internal departments.
- Partner with local management to develop and improve design of customer service organization, including systems and process design.
- Provide consultation before, during, and after claim occurs.

## PERSONAL INFORMATION:-

Date of Birth: 11<sup>th</sup> December, 1994.

Job Location Preference: Anywhere on the globe

Gender: Male

Nationality: Indian

I hereby declare that the information given above is true to the best of my knowledge & belief

Place- Kolkata

**SHUDDHA SWATTA BOSE**