



SOURAV SEN



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An enthusiastic and high energy driven professional targeting for entry-level assignments in **Sales, Business Development, Channel Management, Marketing & Branding** with an organization of high repute preferably in **Kolkata**

Profile Summary

- A competent professional offering **nearly 2 years of qualitative experience in Sales, Business Development, Dealer Network Management and Marketing in FMCG industry**
- Possess in-depth knowledge about Market and Competitor Intelligence, Customer & Dealer Relationships, Sales Improvement Initiatives, Pricing & Business Turnaround
- In-depth understanding of Product Promotions, Customer Relationship Management, Brand Management, Product Strategy Planning, Strategic Sales & Marketing, Market Penetration, Go-To-Market, Product Development, Annual Operating Plan (AOP) & Distribution Plans
- Effectively managed **6 distributors and 37 rural sub-distributors in Assam region for Nestle India Ltd.**
- Successfully **over-achieved preset sales target by 20 – 25% consistently for 3 months in 2020**
- **Customer-centric approach**; hands-on experience in visiting and interfacing with key customers for obtaining deals and understand their requirements to guide company’s product offerings

Work Experience

Feb’19 – Aug’20: Nestle India Ltd., Goalpara, Assam as Sales Officer

Products: Nestle Product Portfolio
Territories: South Assam and Outer Meghalaya; 2nd Largest Area in Nestle

Roles & Responsibilities:

- Worked as a **key member in the Trade Division; generated new business worth INR 3.5 Cr. to 5 Cr. monthly** by raising awareness of company products
- Collaborated with the Sales & Marketing Team to develop **marketing campaigns** to support sales plans
- Liaised with large dealer network of **6 key distributors and 37 rural sub-distributors** across the assigned territory
- Developed effective **working relationships with customers** through regular meetings/visits, identified & obtained further sales/business development opportunities
- Worked with dealers / business partners to develop sale proposals, quotations & pricings; delivered presentations and attended sales meetings and partner conferences

Core Competencies

Sales & Business Development

Marketing & Branding

Channel / Distribution Management

Market and Competitor Intelligence

Product Promotions

Client Relations

Reporting / Dashboard Mgmt.

Soft Skills

Communicator

Innovator

Team Player

Analytical

Collaborator



Education

- **MBA in Marketing** from Heritage Business School, Maulana Abul Kalam Azad University of Technology, West Bengal in 2019 with 6.57 CGPA
- **B.Tech. (Mechanical Engineering)** from Swami Vivekananda Institute of Science and Technology, Maulana Abul Kalam Azad University of Technology, West Bengal in 2015 with 7.00 CGPA
- **12th Class** from Orient Day School, ISC Board, Kolkata in 2011 with 67%
- **10th Class** from Orient Day School, ICSE Board, Kolkata in 2009 with 72%

IT Skills

- MS-Office (MS-Word, MS PowerPoint and Ms-Excel)

- **Exceeded assigned sales targets** by regularly visiting and following up with the customers
- Assisted in **partner marketing activities** such as tradeshows, campaigns and other promotional activities
- Closely **monitored competitor activities** to face counter-competition and get first mover advantage
- Ensured that all sales representative activities are in accordance with the guidelines of the company

Internships

Jun'19 – Aug'19 with Dabur India Ltd., Kolkata

Exposure:

- Worked on “Go-To-Market Strategy of Dabur Vatika Hair Oil Project”
- Visited different retail outlets with the Sales Representatives to analyse the position of Dabur Vatika Hair Oil in the market along with other Dabur Products
- Conducted market survey to assess the reason behind sales drop
- Provided detailed research reports to the concerned stakeholders and facilitated new GTM plans for the assigned product for augmenting sales

Dec'17 – Jan'18 with Pantaloons Fashion & Retail Ltd., Kolkata

Exposure:

- Interfaced with customers, explained product features and assisted them with their preferences & billing matters
- Gained knowledge on inventory control and other retail sales aspects

Academic Project

Title:	Control & Monitoring of Propulsion
Company:	The Shalimar Works
Duration:	28 Days; Jun'14 – Jul'14
Description:	Conducted a detailed study and prepared report with the basics of diesel engine installation, controlling, monitoring, maintenance in marine application

Extracurricular Activities

- Participated in various school and college level Sports Tournaments
- Acted as Assistant General Secretary during graduation; organized many college events and fests

Personal Details

Date of Birth: 7th December 1992
Languages Known: English, Bengali & Hindi
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