

## NOREN CHANDRA DAS

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### *Quantum Marketer, Worldwide Business Developer & Winning Strategist*

*Strong track record of generating extraordinary performance in a fiercely competitive scenario*

*Proactive decision-maker, targeting challenging assignments at senior managerial level with the top of the line companies, organizations in the Engineering EPC / Service / IT sector across operations, marketing & business development*

#### Upskill Update:

- ✓ Recently upskilled me with **Data Science, Python, AWS, Google Cloud Services**. Complete online courses from **Udemy in 2019-2020**. Was on sabbatical in late 2020 due to health reason. Now looking for immediate joining relevant openings in project management, analytics and data science & business analytics in remote working profile.

A diligent and versatile professional, qualified **Masters in Marketing - IT Management** and **Electrical Engineering Graduate** with rich and varied exposure of **17 yrs** of which over 9+ years to the diverse spectrum of **Power Generation & T&D, Electrical Engineering, Banking/Finance, Thermal Renewable Power Engineering domain**. For the last **5+ yrs**, I have been involved in the ITES & Services Industry working for clients such as **Healthcare, Educational institutes, Digital Marketing, and SAAS tools online Marketplace**.

Currently also spearheading efforts as **Program Manager -India and Marcom (Corporate)** with **Dr. Anniebesant Special (MR) School, Hoshangabad** helping them with coordination with various on-ground project execution and managing their digital presence on all the social media. Also helping them in their effort in donation and corpus fund generation.

- ✓ **Rich corporate experience** in Business Development with a key focus on International Market Development, Online and Offline Business Promotions, Trade Lead Generation, Appointment and Liaising with International Agents – Representative and prospective JV opportunity in Countries like USA, Indonesia, Philippine, Thailand, Guatemala, Spain, South Africa, Ghana, Nigeria, Libya, KSA, Cambodia.
- ✓ **Well versed with digital design and implementation** of new online marketing strategy with the integration of New Company Website, Social Media Integration such as LinkedIn, Facebook, Instagram, Company Blogs, Newsletters, Email Marketing.
- ✓ **Online Business Promotions like** Adwords, Facebook, and SEO with third party associates. A hardcore negotiator with demonstrated strengths in liaising with contracting principles to ensure compliance with contract specifications and resolution of problems and issues. Liaising with Govt & Private Sector.
- ✓ **Proven acumen to develop effective** marketing strategies and policies to achieve an optimum cost of goods and services streamlining the overall procurement functions within the required time, budget and quality standards.
- ✓ **Perfect team manager having** the ability to lead cross-functional project teams and integrate their efforts to maximize operational efficiency. **Proficient in striking perfect coordination** with all involved agencies ensuring bottleneck-free work execution.
- ✓ **Armed with strong** analytical and problem-solving skills. Superior communication and interpersonal abilities, Multilingual with proficiency in English, Bengali & Hindi.

**Core Competencies:** Project Planning & Scheduling / Project Execution ♦ Tools like JIRA & NIFTY PM ♦ Project Exports / Sales ♦ International Business Development ♦ Key Account Management ♦ Repair and Maintenance ♦ Operations Management ♦ Market Competitor Analysis ♦ Detailed Project Report ♦ Documentation & Reporting ♦ Requirement Analysis ♦ Customer Service ♦ Tender Preparation ♦ Marketing, Sales & BD ♦ Project Coordination ♦ Professional Presentations ♦ Commercial Operations ♦ Team Management ♦ Cross-Functional Coordination ♦ Training & Development

#### PROFESSIONAL EXPERIENCE

##### Executive Highlights

- ✓ **Known for turning-around** business performance and attaining customer delight by driving best practices.
- ✓ **Cost-effective professional with a** track record of successful project execution, developing & streamlining systems with the ability to enhance operational effectiveness and meet the operational goals.
- ✓ **Spearheading project** management initiatives end to end right from the conceptualization, strategic & project planning within the set parameters
- ✓ **Kept abreast with the latest** trends and procedures across the related sector.

## Career History

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### **Specialist- Customer success for US client- Zone funnel private limited**

**Feb 2022 – Sep 23**

*Working for the company's US client and help with customer success for all their clients*

### **Head - Marketing & Sales - BuildStreet Pvt Ltd**

**Nov 2021 – Present**

*Leading the company's Marketing and Sales Strategies for the Western - India. Actively handling the Pre-Sales and Branding Team for business promotion. Lead Generation for effective building of Sales Pipelines.*

### **BUSINESS ADVISOR - Paramount Group Of Company**

**Jan 2021 – Nov 2021**

*Working as a channel partner for a financial aggregator company, and seeking out opportunities by finding leads seeking financial debt funding. Catering to companies belonging to Greenfield, Brownfield, Stresses as well NPA category.*

### **PROJECT MANAGEMENT SPECIALIST - INQUIVIX & SASSTRONAUTICS**

**Feb 2021 – April 2021**

*Managing company projects/ clients and vendors to deliver jobs on time, managing a remote team with members from multiple time zones handling and delivering smooth project delivery keeping in sync with the cross-cultural, multinational members from different time zones using an online project management tool - NIFTY PM and Google Workspace.*

### **HEAD - OPERATIONS - Wikreate Worldwide Pvt Ltd.**

**Apr 2018 – Sep 2019**

*A strategic Brand Consulting with a focus on the Healthcare Industry. The company also has clientele in Engineering, FMCG, Retail, Its a startup founded in the year 2013 now has an employee size of 25+,*

#### **Key Responsibilities:**

- ✓ The key responsibility is for delivering the projects and tasks with exceptional quality and within the deadline. Maintaining a TAT of fewer than 48 hours.
- ✓ Overseeing all the Website Designs, Mobile App Designs, Social Media Marketing, SEO and Paid marketing, ORM activity, and Branding Activity. Was handling directly and indirectly 25 clients.
- ✓ Direct reporting for 20+ Team members (Creative Team, Animation Team, Content Writer, SEO Team, Account - Client Servicing Team.
- ✓ Key Achievements: Complete Revamp - Redesign for [www.nanavatihospital.org](http://www.nanavatihospital.org) & [www.blkhospital.com](http://www.blkhospital.com)
- ✓ In House Product / Service Launch: [www.medflick.com](http://www.medflick.com) - VOD for Healthcare Informatic Videos & [www.findingdoc.com](http://www.findingdoc.com) - Platform to find local doctors and helping appointment booking for the patients.

### **MANAGER SALES - S.E.Asia and Marcom (Corporate), CGC Converse Technologies Pvt Ltd.**

**Oct 2015 – Sep 2016**

*An initiative realized by Consolidated Gulf Company W.L.L (CGC), Doha, State of Qatar as their dedicated & full-fledged outsourcing establishment to support their various large international projects in the Engineering Design, 2D/3D CAD Services,*

#### **Key Responsibilities:**

- ✓ Spearheading efforts as Sales Manager & BD, handling Key Account Management and assessing client's project-specific requirements, involved in agents appointment, forming JV & forming a consortium for project bidding.
- ✓ Carrying out a Country Analysis for deciding on Geographies & countries favorable for business activities as per company portfolio. Interfacing with stakeholders for optimization of efforts & cost to make a winning proposition based on market intelligence. Preparation & submission of a winning proposal.
- ✓ Formulating of entry strategies for countries (Establishment of the local office, Appointment of Agents & Formation of JVs.).
- ✓ Tasked with creating and maintaining company Website, Corporate Presentation & Company Brochures. Ensuring a smooth interface with Group Companies, and handling the Internal and External Communication & PR. Actively controlling all the Social Media and Engagement of the Organization.
- ✓ Effectively handling the Proposals & Bidding - Receipt & Study of new inquiries. Analysis of inquiries with respect to Serviceability based on company capability & Technical, Legal & Commercial Risk Analysis.
- ✓ Analyzing and making a decision on Strategy for bidding. Steering the inquiry through the technical, legal & financial stakeholders for their approval and necessary estimation of Efforts & Cost.

### **MANAGER - International Business Development, N S GROUP of Companies, Ghaziabad Oct'13 -Aug'15 & Jan'17-Mar'18**

#### **Key Responsibilities:**

- ✓ Entrusted with the generation of Business Leads through Companies' online accounts at Alibaba, Trade India, Exporters India, and IndiaMart, Tiger Tenders Accounts.
- ✓ Design and implementation of new online marketing strategy with the integration of New Company Website, Social Media Integration such as LinkedIn, Facebook, Company Blogs, Newsletters, Email Marketing.

- ✓ Involved in extensive Online Business Promotions like Adwords, Facebook, and SEO with third party associates.

- ✓ Mapped requirements and hired Fresh Engineering Graduates and groomed them for business activity.
- ✓ Re-structured Office Documentation, Lead Management & Lead Tracking systems. Conducted In-House Training for Computer and Online Skill Development of the Team Members.
- ✓ Carried out Business Research Analysis, Competitor Analysis, and Detailed Project Report Creation. Requirement gathering from the End Client, Help in Project Estimation & Costing.
- ✓ Created the Proposal for the client or the Tender Documents for the final submission. Prepared Business Project Reports, and seek Financial Investors for the Companies' EPC Projects.
- ✓ Involved in Business Delegation, Meeting, Discussion – International and interfaced with Domestic Clients. Arranged Business invitations & Visa, arranged and coordinated all Foreign Trips.
- ✓ Entertained International Prospective Clients and arranging a visit to the Project Site for live demonstrations.

#### **Employment History**

<b>PROJECT COORDINATOR - International Business Development</b> – JPE International Pvt Ltd, New Delhi	<b>2011 - 2013</b>
<b>OWNER/FOUNDER</b> , NORTRON Consultancy – Harinagar, New Delhi	<b>2009 - 2011</b>
<b>RELATIONSHIP MANAGER</b> , Axis Bank Ltd – Janakpuri Branch, New Delhi	<b>2007 - 2008</b>
<b>EXECUTIVE ENGINEER</b> , Punj Lloyd LTD – New Delhi and Gwalior	<b>2003 - 2005</b>

#### **EDUCATIONAL & PROFESSIONAL CREDENTIALS**

**ICFAI BUSINESS SCHOOL, Hyderabad**, Andhra Pradesh

**PGDMBA - Marketing and IT, 2007**

**B.TECH (ELECTRICAL ENGINEERING)**, Kurukshetra University, Haryana, **2003**

**Computer Proficiency:** MS Office, MS Word & the Internet, JIRA, NIFTY PM, Google Workspace.

**PERSONAL DETAILS:** **Date of Birth:** 9th May 1982 ♦ **References:** Available on Request