CHANDAN SINGH

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Date of Birth **:** 19th of August, 1986

Current Location: Kolkata

**In pursuit of challenging and enriching assignments in Sales/Marketing Management and Business development with an organization of high repute.**

**PROFILE SUMMARY:**

* More than 3 years of Experience in Sales & Service Marketing (B2B Sales), Business Development, Client Servicing, Revenue Analysis & Forecasting.
* Presently associated with Karmyog Media & Arts Education Network
* Well organized with a track record that demonstrates self-motivation, creativity and ability to achieve corporate goals.
* Experience in achieving targeted Sales Goal, developing profitable & productive business relationship and building an extensive client base.
* Possess strong relationship management with skills in taking strategy from concept to execution.

**AREAS OF EXPOSURE**

* Taking care of the sales with focus on achieving predefined sales target and growth.
* Forecasting and planning monthly & sales targets and executing them in a given time frame thereby enhancing clientele.
* Identifying prospective clients from various sectors, generating business from the existing, thereby achieve business targets.
* Initiating and developing relationships with key decision makers in target organization for business development.

**EMPLOYMENT DETAILS**

**December 2013 to present: Karmyog Media & Arts Education Network**

**Manager - Business Development & Operations**

Reporting to Chief Marketing Manager

**Project – Indian Idol Academy**

**Highlight**

* Strategically design the Standard Operations Procedure (SOP) for School Relation.
* Organizing Road show for prospect investors and Franchise.
* Developing Micro and Mega Franchise pan India for Indian Idol Academy.
* Heading the School relation for Indian Idol Academy Festival of Music.
* Day to Day meeting with School Management & Residential Welfare Association
* Involve in the planning and Execution of Launching of Indian Idol Academy in India.

**September’ 2012 to December 2013: IMAGES MULTIMEDIA PVT LTD.**

**Sr. Executive Sales & Marketing (West Region)**

Reporting to Vice President Sales

**Highlight**

* Space Selling for Images Retail & Shopping Centre News Magazine.
* Invite and meet with prospective clients for sponsorship for **India Retail Forum & India Shopping Centre Forum.**
* Day to Day meeting with Retail Concept Retailers, Mall Management Company, Mall Developers, Architect, Retailers etc.
* Meeting client by fixing Appointment or by making Cold Calls.
* Execution and effective management of comprehensive marketing plan of Magazine exhibitions, events and conferences.
* Exploring & proposing new possibilities & ideas to marketing the Event in domestic and potential international market.
* Responsible for all the Branding Activities and All the Client Commitment at IRF & SCN.

**April’ 2006 to July’ 2008: TATA Teleservices Ltd. (Kolkata)**

**Customer Retention Executive** (Outsource)

Reporting to Zonal Head

**Highlight**

* Responsible for managing a team of 22 Field retention & outbound telecaller.
* Managing the Team and motivating them through proper morning briefings.
* Providing Retention Training for the non performer & New Recruit member & motivate them and help them to understand the customer need and problem.
* Responsible for monitoring MIS of the Retention team.
* Focus on maximizing Customer Experience while optimizing costs.
* Retention-Voluntary PIC and Involuntary Churn management

**ACADEMIC QUALIFICATION**

* 2012: PGDM in Marketing from AICTE Approved Udai Institute of Management Studies, Jaipur
* 2010: B.Com from Indira Gandhi National Open University, Kolkata.

**INTERNSHIP AND PROJECTS**

* **CNN-IBN in Sales & Marketing** from May’11 to June’ 11
  + “To find the Factors responsible for Behavioral aspects in Perception and Opinion of Media Advertisers with reference to Network18”
  + Received On-Job Training Program at future Value retail, a **Future Group ventures** during **the” Sabse Saste 5 Din” (SS5D)** from 22nd to 26th Jan 2011

**Feb’ 20011 to May’ 2011: Rajasthan Royals**

**Volunteer Head**

Reporting to Business Development Head & Sponsorship Head

* Worked as a supervisor in Branding and Hospitality.
* Practice Coordinator of the Rajasthan Royals Team and all the visiting team in Jaipur during DLF IPL 4 2011.
* Rajasthan Royals as a Event Promoter in Jaipur Marathon for 3 days.

**IT Skills**

Well versed with Database, MS Office, Outlook Express, Internet Application, Coral Draw Basics, Photoshop.

**PERSONAL DETAILS**

Father Name: Sri. Kameshwar Prasad Singh

Mother’s Name: Smt. Nirmala Devi

Permanent Address: 211,Picnic Garden Road, Kolkata-700039

Languages known**:** English, Hindi, Bengali