**SACHITANANDA KAR**

1365, First Floor, Gali No. 8

Govind Puri, New Delhi -110019

Mobile No: +91-9873939565, 9958565937

E-Mail: sacitanandakar@gmail.com

Career Objective:

* To obtain a challenging position in the industry that holds my professional potency
* To contribute my skill & knowledge towards the growth & success of the organization

**Area of Specialization:**

**MBA with Specialization in Marketing Management** from M.S. Ramaiah Institute of Management, Bangalore - 2010.

**Bachelor of Science** with Physics Hons. from Ispat College (Sambalpur University), Rourkela – 2007.

Work Experience:

**Arclights Eventz Networks Pvt. Ltd. (www.arclights.com)** Jan, 2012 - Present Corporate Sales & Event Management, New Delhi, India

**Key Performance Areas:**

Corporate Sales

* Achieving company’s Goals in terms of Indian and International Sales target and Marketing.
* Develop strong client relationship with Key accounts, identifying their needs and providing the best to suit their requirements, proactively give ideas on new developments and work intimately with them.
* Designing and organizing the promotional activities being carried out from time to time
* Organizing and coordination for all materials needed to be shipped to an event within assigned timeline.
* Working across departments with Content and Marketing to ensure all Premier objectives are achieved.

Event Management

* Project planning for each event, including concept creation, theme, budgeting, sales target, logistics and operations.
* On the day of an event, to lead the team on the ground for event setup.
* Create a post event evaluation report, for the Marketing team, finance team and Executive.
* Oversee overall sales, marketing and production work along with the team for **Worlddidac India** and **Asian Summit on Education and Skills (ASES)**, organized by Arclights Events Networks Pvt. Ltd. and India Didactics Association (IDA) respectively.

**HDFC Standard Life Insurance (www.hdfclife.com)** Jul,2007- Jun, 2008 Financial Advisor, Rourkela, India

**Key Performance Areas:**

* Approaching potential clients by utilizing mailings and phone solicitation; making presentations to groups at company-sponsored gatherings; speaking publicly to community groups on the subject of financial well-being.
* Determining clients' particular needs and financial situations by scheduling fact-finding appointments; determining extent of present coverage and investments; ascertaining long-term goals.
* Developing a coordinated protection plan by calculating and quoting rates for immediate coverage action and long-term strategy implementation.
* Enhancing insurance agency reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

**Project Details:**

**1. Project in 2nd Semester of MBA.**

Company : TATA TELE SERVICES LTD. (TTSL)

Topic : “CUSTOMER SATISFACTION TOWARDS TTSL.”

Duration : 3 Months

PLACE : BANGALORE

**2. Project in 3rd semester of MBA.**

Company : HDFC BANK

Topic : “CUSTOMER PERCEPTION LEVEL TOWARDS VARIOUS PRODUCTS HDFC BANK.”

Duration : 3 Months

PLACE : BANGALORE

**3. Project in 4th Semester of MBA.**

Company : HDFC BANK

Topic : “CUSTOMER SATISFACTION TOWARDS HDFC BANK.”

Duration : 3 Months

PLACE : BANGALORE

**Key Skills**

Proficient with MS Office, Professional Presentations, Internet Research, Team Player, Result-oriented

**Hobbies:**

Playing Volleyball and Badminton, watching sports and listening to music

**Personal Profile:**

## **Father’s Name :** Mr. Bikram Keshari Kar

**Nationality :** Indian

**Date of Birth :** 09th June 1987

**Gender :** Male

**Languages Known :** English, Hindi & Oriya

**Marital Status :** Single

**Declaration:**

I do hereby declare that all the above-mentioned information is correct and true to the best of my knowledge and belief.

**Date: Sachitananda Kar**

**Place: New Delhi**