**CURRICULUM VITAE**

**JAISURYA BANERJEA**

ADDRESS: 2A, Bokul Bagan Row, Bhowanipore, Kolkata- 700025

PHONE: 8334881115

EMAIL: jaisuryabanerjee@hotmail.com

**CAREER OBJECTIVE**

To perform diligently in assigned roles, excel at teamwork and develop lasting relationships while adding value to the organization

**WORK EXPERIENCE**

**Anandabazar Patrika Pvt. Ltd (August 2012 – Present)**

Designation: Executive – Sales - Display Dailies

PROFILE:

* Personally responsible for developing and maintaining agency relationships
* Managing an off-roll team – monitoring direct sales calls, client servicing and guide where necessary
* Monitoring team performance and jointly formulate strategies to achieve targets
* Internally co-ordinate across departments – Scheduling, Finance and Creative - for proper service delivery and maintain client deadlines

**ACHIEVEMENTS:**

* Credited with publishing the first Ebela (Print) Supplement – roping in new Retail & Jewelery clients, creating an entirely new revenue stream
* Nominated national coordinator (2014-15), responsible for inter regional planning and revenue coordination of Anandamela, Desh, Sananda and other magazines
* Credited with converting numerous non-advertisers and deserter to regular advertisers in our City Splits (Telegraph/Anandabazar Patrika) over a span of 2 years

**SBI Funds Management Limited (December 2011 – August 2012)**

Designation:Executive – Sales – National Distributors (Kolkata & suburbs)

PROFILE:

* Maintaining and developing distribution channel relationships
* Focus on enhancing distributor sales and improve service delivery
* Updating channel distributors regarding product launches, schemes
* Implementing periodic sales drives
* Regular follow-ups, training and grievance resolution sessions with distributors

**Indiamart Intermesh Ltd (May 2011 – December 2011)**

Designation:Executive – Sales - Client Acquisition (Kolkata)

PROFILE:

* Presenting Business-to Business portal services to corporate clients
* Handling client objections
* Following-up prospects till sale closure
* Providing comprehensive after-sales service to existing clients

**ACADEMIC QUALIFICATIONS**

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| --- | --- | --- | --- |
| QUALIFICATION | INSTITUTION | SPECIALIZATION | MARKS |
| Master of Business Administration  (Full Time)  2011 | Institute of Engineering and Management (IEM);  Kolkata | Marketing(3rd Sem):  Human Resource Mgmt(4th Sem):  Aggregate: | 74%  72%  70.16% |
| Bachelor of Business Administration  2009 | J.D Birla Institute of Management;  Kolkata | Marketing | 71.08% |
| Higher Secondary  C.B.S.E  2005 | Amity International School;  Noida, UP | Commerce | 74% |
| Secondary  C.B.S.E  2003 | Amity International School;  Noida, UP | General Studies | 70% |

**TRAINING**

**Larsen & Toubro Investment Management Ltd;** Kolkata; 2010

* Project Title: “Mutual Funds: A study on Investment Behavior in the Banking Channel”
* Tasked with enhancing sales in select banks & effecting direct sales to prospective customers

**Kohler India Corp;** Kolkata; 2009

* Project Title: "The Project/Retail aspects of the regional Sanitary Ware market and Kohler India Corp. in perspective"
* Prepared detailed report of Kohler India Corp's market standing in relation to its competitors in the Project and Retail marketing channels

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| Microsoft Office Suite | MS Office 2007 | Moderate Proficiency |
| Programming Languages | C++, Visual Basic | Low Proficiency |

**COMPUTER PROFFICIENCY**

**LANGUAGE PROFICIENCY**

|  |  |  |
| --- | --- | --- |
| English | Read, Write, Speak | Fluency: Very Good |
| Hindi | Read, Speak | Fluency: Good |
| Bengali | Read, Speak | Fluency: Good |

**AREAS OF INTEREST**

* Gadgets & electronics
* Travel
* Current affairs & Business developments
* Subjects - Spirituality, contemporary science, History

**PERSONAL INFORMATION**

*I hereby declare that the information furnished is true to the best of my knowledge*

*JAISURYA BANERJEA*

*DATE:*

Nationality: Indian

Date of Birth: 28/11/1986

Marital Status: Unmarried