**SUNNY DEY**

**­Phone No.:** +91-9475512148/9674377994

**E-Mail:** [s.sunny2583@rediffmail.com](mailto:s.sunny2583@rediffmail.com)

**Seeking assignments in Industrial Sales & Marketing and Business Development with a reputed organization**

**Profile Snapshot**

* 7 years of experience in Sales & Marketing, Business Development & Key Account Management
* Extensive experience in exploring and developing new markets, accelerating growth & achieving desired sales goals
* Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling & marketing strategies
* An effective communicator with excellent relationship & team management skills

**Areas of Expertise**

Sales & Marketing

* Managing the sales and marketing operations for increasing sales growth
* Conducting detailed market study to analyze the latest market trends and tracking competitor activities

Business Development

* Developing marketing plans designed to assure achievement of agreed to volume, market share and profit objectives
* Implementing strategies for acquiring business from clients and effectively using the potential of existing accounts

Key Account Management

* Identifying prospective clients in the assigned territories, generating business from the existing clientele, thereby achieving business targets
* Building & maintaining healthy business relations with clients, maximizing customer satisfaction by meeting service & delivery norms

New Product Launches & Promotions

* Devising & implementing pre & post marketing activities for successful launching of new products
* Conceptualizing & implementing sales promotional activities as a part of brand building & market development

**Work Experience**

**March’15- Oct’15 Religare Finvest Ltd. Kolkata as Relationship Manager**

* Identifying prospective clients in the assigned territories, generating business from the existing clientele, thereby achieving business targets
* Manage client query on phone and convert tele-conversation into a personal meeting.
* To ensure that the team achieves the agreed targets
* To lead the team and prepare them for next level challenges
* To develop and maintain relationships with customers
* To ensure punctuality and discipline of self and team
* To adhere to company policies and procedures
* To assist the sales team in their meetings whenever required

**Nov’13- Mar’15 ICICI LOMBARD GIC Ltd., Kolkata as Unit Sales Manager**

**Oct’12- Nov’13 Abbott Healthcare Pvt Ltd., Kolkata as Key Account Manager**

**Jan’09- Oct’12 Lupin Ltd., Kolkata as Marketing Executive- Pinnacle division**

**Accomplishments**

* Successfully achieved 110- 112% of the target and increased the revenue by 10 - 15%.

**Education**

1. B.Sc. (Biology) from Calcutta University 222222222222222222222222222222222222222222222222222222222222222222222222222222222222222222222222with 51% marks

2004 Higher Secondary Exam from W.B.C.H.S.E. Board with 50% marks

2001 Madhyamik Exam from W.B.B.S.E. Board with 64% marks

**IT Skills**

Operating System : Windows 98 Second Edition/XP & Vista

Application Software : MS Office, Adobe Page Maker, Corel Draw, Photoshop

Internet : Application & Utility of Internet

**Personal Details**

Date of Birth : 16th February 1985

Languages Known : English, Hindi & Bengali

Address : Subhaspally, P.O. - Unsani, P.S. – Jagacha, Howrah – 711302, West Bengal

DATE: SIGNATURE: