

Swarup Dey

#D-31, Sharvadarshan Apt.
Near Orchid Park, S.G Highway
Landmark: Behind SHALBY Hospital
Ahmedabad, Gujarat.
E-mail : contactswarupdey@gmail.com

Mobile: +91-9898938502

PROFILE SUMMARY

More than 2 year of progressive experience in B2B sales, business development and marketing in highly competitive segments of the Service industry (IT & Engineering). As a Business development executive, proven producer of sales and profit with ability to pinpoint business opportunities also plan, develop, and execute effective business strategies under challenging market conditions. A High energy leader with distinctive skills.

CAREER OBJECTIVE

I desire an opportunity to learn and gain valuable experience from a position in the area of Business Development & Marketing, where I can benefit the organization with my past experiences and human relation skills. Want to be associated with a professionally managed organization that gives me ample opportunities along with responsibilities to explore my potential to the fullest and develop both individually and professionally.

SCHOLASTICS

■ Master of Busniess Administration, 2011

Graduate Programme in Planning & Entrepreneurship with a dual specialization in Marketing & Human Resources.

■ Bachelor of Computer Applications (BCA), 2009

CMS College of Science & Arts with 67% Aggregate

■ Higher Secondary Certificate (General stream), 2006

H.S.C from HBV (W.B.), with 51%

■ Senior secondary Certificate (General stream), 2004

S.S.C from St. Xavier's (Assam), with 51%

PROFESSIONAL EXPERIENCE

LUMIUM Innovations Pvt. Ltd.

A New Product Development Company, Also Specialize in methodology called KBE- Knowledge based Engineering Solution (Customized Engineering Software solution-Design Automation) .

Business Development Executive

Duration: Feb'11- Till Date

PROFESSIONAL HIGHLIGHTS

- Identifying, generating new business opportunities, clients for the organization.
- Preparing action plans, gathering data and schedules to identify target market.
- Lead generation and converting the same into clients.
- Prepare necessary presentations, proposals for client interaction.
- Providing demo presentation at clients place when ever required.
- Preparing and maintaining master report of entire activities, which includes daily activity, Lead's follow-up, closings, future prospects and adherence to goals
- Consistently track the development of such strategies and their resourcefulness, in order to achieve organizational goals and objectives.
- Establish and maintain a cordial relationship with current and Prospective clients
- Meeting targets on a regular basis.
- Analyzing marketing metrics for identifying effect-cause relationships between financial outcomes and marketing actions to raise profitability.

TECHNICAL EXPOSURE

- Operating Systems – Windows - 9x/2000/2007 MS Office 2003/2007
- Developed & grasped skills in Technical Languages like C, C++ & DOS.
- Good understanding of e-mail filtering and web browsing.

EXTRA CURRICULAR ACTIVITIES AND INTERESTS

- Sketching, Swimming.
- Outdoor Sports, Long drives, Adventure trips.
- Have represented Ahmedabad in Soccer tournaments at College level.
- Secured 1st Prize in college for Sales Presentation.
- Secured 3rd prize in Dance Competition at Dist. Level.

LANGUAGE KNOWN

- English, Hindi, Bengali & Assamese in all forms.

PERSONAL DETAILS

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| ■ Date of Birth | 14 th April 1987 |
| ■ Blood group | B+ |
| ■ Marital Status | Single |