

ABHISHEK CHATTOPADHYAY

Specialization – Sales and Marketing

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Kolkata , West Bengal, India



CAREER OBJECTIVE

To make effective contribution to the organization using my skills for organizational, professional as well as personal development and growth.

SKILLS AND ATTRIBUTES

A hardworking and self-driven individual, my perseverance is reflected by my professional, academic and extra-curricular performances. Considered a team player, I take equal interest in working on individual assignments. My sincerity and diligence have also been well appreciated by my mentors during the various corporate stints that I have had. My persuasive and motivating nature not only drives me to greater efficiency but also comes in handy while dealing with team members to achieve goals and targets.

WORK EXPERIENCE

Previous:-

Company:- Infiflex Technologies Pvt. Ltd. ,Kolkata, West Bengal.

Designation:- Technical Sales Associate.

Experience:- 23rd April, 2018 to 18th January, 2019 (8 Months).

Reporting to:- Assistant Sales Manager.

Roles and Responsibilities:-

- Generating, Qualifying, Negotiating and Closing of PSNB and Renewal Lead Prospects for Google's GSuite, GCP and Microsoft's O365 and other products.
- Giving online Demo's and setting up F2F Meetings with lead prospects.
- Lead Generation through cold calling from online database websites and various social media platforms like LinkedIn, Facebook,etc.
- Attending Technical Sessions for improving on product knowledge.

Company:- HDFC Realty, An unit of HDFC Ltd., Bangalore, Karnataka.

Designation:- Executive, (Residential Sales)

Experience:- 7th Nov,2016 to 18th January,2017 (3 Months)

Reporting to:- Area Manager, Residential Sales.

Roles and Responsibilities:-

- Qualifying, Generating and Converting ST and NRI Lead Prospects for Primary Residential Segment properties.
- Responsible for increased patch-outs through Client Meetings(F2Fs), Site-Visits, Final Negotiations(FNs) to Closures across the geography of Bangalore for Residential Segment projects.
- Lead Generation from HDFC Bank branches, builders, car dealers, local real estate agents, and from completed property visits.
- Heading Promotional and Marketing-Activation related activities through database collection and on-ground seminars at hotels, tech-parks and other POS.

- Initiating and Coordinating new tie-ups with certified and uncertified developers to aid developer campaign teams.
- Untargeted responsibility to aid in gaining sole marketing rights and initiating business agreements/ MOUs with developers.

Company:- Proptiger.com – Unit of Elara Marketing Services Pvt. Ltd., Bangalore, Karnataka.

Designation:- Relationship Manager, Residential Sales.

Experience:- 29th Oct, 2015 to 3rd June, 2016 (7 months)

Reporting to:- Area Head, Residential Sales.

Roles and Responsibilities:-

- Qualifying, Generating and Converting ST and NRI Lead Prospects for Primary Residential Segment properties.
- Responsible for increased patch-outs through Client Meetings(F2Fs), Site-Visits, Final Negotiations(FNs) to Closures across the geography of Bangalore for Residential Segment projects.
- Achieving Target Net Commissions through Sale of units, Net Contribution and conversion of Key Prospects.
- Achieving Target Net Promoter Score.
- Operation and Quality Compliance.
- Heading Promotional and Marketing-Activation related activities through database collection and on-ground seminars at hotels, tech-parks and other POS.
- Initiating and Coordinating new tie-ups with certified and uncertified developers to aid developer campaign teams.
- Untargeted responsibility to aid in gaining sole marketing rights and initiating business agreements/ MOUs with developers.

Company:- New Wave Computing Pvt. Ltd., Bangalore, Karnataka.

Designation:- Sales Specialist (Products)

Experience:- 1st April, 2015 to 19th June,2015 (3 Months)

Reporting to:- Business Head – Products.

Roles and Responsibilities:-

- The role required me to identify and establish relationships with new business prospects and key accounts and maintaining relationships with the existing installed base.
- Working hand-in-hand with a Regional Sales Manager and Brand Managers on a specific geographic territory and drive funnel generation.
- Focus on generating qualified leads through strategic planning, out-bound and on-field calling, follow-up to marketing campaigns and fielding website inquiries.
- Thoroughly qualifying all sales opportunities, closing and processing orders.
- Responsible for Run-Rate Business and others.
- Accurately documenting all activity in the database for account/territory tracking and loading orders for approval processes by the appropriate executive staff.
- Direct and Indirect Sales activities.

EDUCATIONAL QUALIFICATION

| Degree/Certificate | Institution | Year of Passing | Board/University | Marks % |
|--|--|-----------------|--|---------------------------|
| MBA (Marketing) | Christ University Institute Of Management, Bangalore. | 2015 | Christ University, Bangalore. | 62.30% C.G.P.A. – 2.53 |
| B.Tech (Computer Science and Engineering) | Greater Kolkata College of Engineering and Management, Kolkata. | 2012 | West Bengal University of Technology, Kolk West Bengal. | 83.60% |
| 12 th std (I.S.C) | St. Patrick's H.S. School, Asansol , West Bengal. | 2008 | C.I.S.C.E (New Delhi) | 84.75% |
| 10 th std (I.C.S.E) | St. Patrick's H.S. School, Asansol , West Bengal. | 2006 | C.I.S.C.E (New Delhi) | 89.33% |

PROJECTS AND TRAINING

- Organizational Structure Training - (S.A.I.L – IISCO Steel Plant, Burnpur, West Bengal)**
 This study gave me an insight into the structure and functions of the various departments of one of the most well- known organization in the world. IISCO Steel Plant was originally one of the subsidiary firm but now has been integrated with the member steel plants of S.A.I.L due to modernization and increased productivity. The company has a strong set of corporate values and culture.
- Summer Internship Training and Project(MBA-Marketing) – (PepsiCo India Holdings Pvt. Ltd. , Hyderabad Unit, Telangana , India)**
 This project was done by me as part of my MBA curriculum in which I did an internship project on the topic – “Reduction in Order Cancellation through Enhanced Coordination” at one of the distribution centre of PepsiCo India Holdings Pvt. Ltd. In Hyderabad, Telangana. I gained field experience working with the pre-sales representatives and was able to reduce order cancellations in 2 out of 3 delivery vehicles allotted to me in the project, thus increasing substantial sales figures.
- B.Tech(CSE) Intermediary project – (I.T. Centre, Kharagpur Workshop, S.E.Railway , Kharagpur, West Bengal)**
 I did a project on “Dynamic Web-Page Designing using PHP and MySQL.
- B.Tech (CSE)Final Year Project –**
 I did my Final year project by creating an Intranet web-application called “The Social Network” by using J2EE and Oracle 9i Database.
- Live Project(6 weeks) in Retail Skills Development – (Mindaide Skills Academy, Bangalore, India)**
 I did a live project in retail skills development involving in-store internships and academic training modules with a certification from N.S.D.C, Govt.of India.

INFORMATION TECHNOLOGY SKILLS

Data Analysis tools: MATLAB, Prolog, SPSS.

Basic computing tools: Microsoft Office.

Platforms: Windows 7, Windows XP, MSDOS.

CERTIFICATIONS

- RASCI/NSDC Certification for the role of Sales- Associate(QP No.- RAS/Q0104)
- Certification from Mindaide Skills Academy for Retail Skill Development Programme.
- Organization Structure Training Certificate from S.A.I.L. – IISCO Steel Plant, Burnpur, West Bengal.
- Certificate of Participation for Training Project on “Dynamic Web-Page Designing using PHP and MySQL” – I.T. Centre, Kharagpur Workshop, S.E.Railway.

ACHIEVEMENTS

- Secured 1st position in an event at management fest “Sprout I.T.” organized by SCIT, Pune in 2014.
- Participated in NTSE examinations.
- Participated and Certified in National Cyber Olympiad(2007).
- Participated in SAARC Essay-Writing Competitions at School level.
- Participated in School Level Program for educating small children through School Social Activity wing – “Nai Disha”.
- Participated In Inter-School Sports and Football Tournaments, also took part in ALTIUS-2013,the sporting event held at Christ University.
- Did a course on French Language at Christ University.

PERSONAL DETAILS

- Gender :- Male.
- Date of Birth :- 21/02/1990.
- Blood Group :- B(-ve)
- Languages known:- Can read, write and speak in English , Hindi and Bengali.
- Hobbies and Interests:- I like to listen to rock and blues in music, like to play outdoor games like Soccer, Table-Tennis and cricket and love pets.
- Local Address – C-403, Greenland Park Residency, Sonarpur Stn. Rd., 1348, South Kumrakhali, Sonarpur, Kolkata – 700103, West Bengal.