

# Amalendu Bikash Dey

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## CAREER OBJECTIVE

I want to work diligently in accordance with the true spirit of professionalism in Sales and marketing field and on the basis of my performance I want to set new directions and systems in Sales and Marketing an eminent seat is not my hunger but position should be like this where I have responsibilities and at the end of the day I may have results, by my own vision and determination, in the direction of company growth prosperity and excellence by which I can meet my professional objectives.

## ACADEMIC INFORMATION

Course	Year Of Passing	Board/University	Marks obtained (%)	Class /Division
10 th class	2004	W.B.B.S.E	65	1 <sup>st</sup>
10+2( science)	2006	W.B.B.H.S.E	52	2 <sup>nd</sup>
Graduation(B.B.A)	2010	W.B.U.T	65	1 <sup>st</sup>
Masters (M.B.A)	2013	W.B.U.T	63	1 <sup>st</sup>

## SPECIALIZATION

- In Graduation (Marketing and Human resource)

In Masters (Marketing and finance)

## LANGUAGE KNOWN

- English, 2. Bengali, 3. Hindi, 4. Urdu, 5. French

### COMPUTER PROFICIENCY

1. Ms- office ( Ms- Word, Ms-Excel, Ms-Power Point )
2. Tally 9, C,C++, **Advance excel** ( v lookup, y lookup , 2d function. 3d function)
3. Management Information System.

### FINANCIAL PROFICIENCY

- Tax
- Sales Tax
- Vat
- Money Market
- E – filling
- Banking loan procedure and documentation
- Bills Making
- Stock Market knowledge (BSE, NSE)
- Knowledge about GST
- Salary Slip Making

### WORKSHOP & SEMINAR INVOLVENESS

- Management Skills Development workshop (in 2009)
- BSBD workshop (in 2010) [ Business skills and business development]
- Market Research Seminar (in 2012)
- SEBI Seminar (in 2013)
- Branding Area Development Seminar (in 2013)

### AREA OF STRENGTH

- Market Research including market survey
- Sales Promotion
- Customer relationship management
- Market Segmentation
- Team Development
- Advertising Strateg
- Customer loyalty programme

### PROJECT WORK

1. Maruti Suzuki (at the time of MBA)
2. Nokia Mobile (at the time of Graduation)
3. Max Cement (at the time of MBA)
4. Reliance Money (three month internship)

### WORK EXPERIENCE

- 1.5 years worked as a Marketing executive in a education consultancy
- Six month works as a academic counselor . (in a management institute)
- Sale executive in Maruti Suzuki India limited 1.3years (selling core product and insurance)  
Dewars garage ltd .
- Worked as a telemarketing executive in a international (U.S.A) domain. ( 7 months )
- Worked as a customer relationship officer in Bharti Airtel Ltd ( 1.8 years ) ( Front office sales & service )
- Working as a Centre-in-charge (Burdwan Branch) in George School of Competitive Exam.

### TYPE OF AREA WHERE I WORK PREVIOUSLY

- Cement Industry ( as a intern working on Brand equity )
- Insurance & banking
- Automobile (sales & marketing) ,
- Telecom Industry : ( worked as a front office executive , sales & service )
- Educational Sector (as a counselor &Marketing Executive)

### PHYSICAL QUALITIES

Height	:	6 ft
Eye sight	:	Normal
Weight	:	84 kg
Blood group	:	O+
Complexion	:	Dark

### MISSION

I am very focused on my working area, and it is my believe I am committed to Job profile as well as organisation goals and it is my target to achieve goal as early as possible.

### SKILLS

- Communication deliberately.
- Inter Personal Skills
- Focused
- Self Motivated
- Committed to work
- Adoption level is high.
- Interaction with people very easily.
- Decision taking ability.
- Listening ability
- Logically thinking.
- Evaluate.
- Try to Respond not React

### VISION

It is very difficult to say about vision because as human being you have no idea to up and down but If can draw my plan and at the same time I used my plan to be execution its become effectiveness in my daily work and all of that things in my way I want to be VP of marketing.

### PERSONAL QUALITIES

- Honest
- Self dignity
- Commitment
- Dedication
- Well Known about my barriers.
- Respect for my colleagues
- Positive attitude.

## PERSONAL DETAILS

**Father`s Name** : **Late** Bimalendu Dey  
**Age** : 30+  
**Religion** : Hindu  
**Cast** : General  
**Nationality** : Indian  
**Marital Status** : Unmarried

## Works for extra time

- Workes as a part time physical Trainer in a multifunction fitness club
- I also have knowledge to Mobile Repairing , so do this as a part time .
- Worked on my fitness channel launch on you tube ( collecting new ideas and knowledge )
- I love automobile so I have also try to collecting some latest news from automotive news.

## REFERENCE

- Dr. Rajdeep Bakshi, H.O.D. of faculty of management studies
- Mr. Indranil Banerjee, Training & Placement officer (G.A.B.M)
- Mr. Sourav Mookerjee, Brand Manager of Max Cement.

## HOBBY

- Playing Tabla
- Drawing (Specialization in Cartoon)
- Try to update myself with some Technical knowldge
- Reading Books (Related to my Study)
- Physical training . (make sure I am fit in every situation )

**EXTRA CIRICULAR ACITIVITY**

- 2 times table tennis champion in college
- Man of the match in inter college cricket championship.
- Distinction in up to 5<sup>th</sup> years in Tabla playing
- Get reward in market research programme in college at the time of M.B.A

*I hereby declare that all information is true t the best of my knowledge. I hope that above written details will suit to your requirement. I will be grateful to you and will make my best efforts to the extent possible in contributing the Organization.*

**Date –**

**Place - Sodepur**



**AMALENDU BIKASH DEY**