*Resume*

**Name: SOUVIK SEN Work Experience – 7 years**

**Career Objective**

To work in a progressive & growth-oriented environment so as to give my best at the workplace. and to be a part of challenging team to utilize my knowledge and expertise to the maximum.

**Career Summary**

I love the fast-changing world, digitally cued, love to create business

-Seasoned tax professional with 5+ years of experience in taxation consulting industry advising on corporation tax compliance and other areas such as capital allowances, liquidation companies, . Hands on experience in building and leading tax functions in leading prestigious firm

-A Management Graduate from a prestigious B-School Globsyn Business School and Marketing degree in B.COM (with honors) from Calcutta University

Specialties/Skills: Relationship Management, GTM strategy, Negotiation, Team Management, Business Development, Business Analysis and Planning, Ability to 'Read' customers, Persuasiveness, Team Player, Number-crunching Ability, Technophile, Problem solving and decision making,

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| Education | | | | |
| **Year** | **Institute** | **Degree** | **Specialization** | **Marks/Grade** |
| 2013-2015 | GLOBSYN BUSINESS SCHOOL | PGDM | MARKETING & FINANCE | 6.96 |
| 2012 | HERAMBA CHANDRA COLLEGE. | B.COM( HONS.)  (Calcutta University) | MARKETING | 57.00 % |
| 2009 | B.D.MEMORIAL INSTITUTE | HIGHER SECONDARY  (C.B.S.E) | COMMERECE | 75.00% |
| 2007 | B.D.MEMORIAL INSTITUTE | SECONDARY  (C.B.S.E) | GENERAL | 75.00% |

**Professional Experience**

**Ernst and Young**

**Designation: Tax senior (UK taxation) Feb 2018 – till date**

***UK Corporation taxation compliance***

* Responsible for managing end to end client engagement cycle including scope, risk,

billing and compliance cycle for very large groups and other smaller groups with

stakeholders and partners.

* Liaise with cross-functional teams within the client’s organization to collect necessary

work papers and manage all requirements for tax computation preparation and advisory work with respect to tax matters.

* Co-ordinate with statutory tax auditors, other consultants to resolve any tax technical

queries or requirements on tax provision, transfer pricing, CIR etc. within the internal

agreed timelines

* Experienced with review of more complex taxation and provisioning aspects like

RDEC, Losses regime, Share options, group reporting, pensions etc.

* Manage multiple tax consultants with the team and across the regional offices to

ensure proper tax return preparation and filing and promptly helping in resolving their

technical queries for closure.

* Audit the financial statements and check compliance under FRS102 and IFRS 101 regulations.
* Hands on experience in variety of industries tax which includes retail, healthcare,

manufacturing, food and beverage

* Building, testing and implementing trial balance mappings tools for corporate tax

compliance teams in beehive, training the team on its functionalities, creating user manuals etc*.*

**SOFTWARES AND TECHNOLOGICAL Skills**

* OneSource, Omega tool, Mercury, Beehive (data collection tool) , Citirx Application end user, OCT testing

**HDFC BANK LTD**

**Relationship Manager (April 2016 – 2018 )**

Profiling Customers and provide financial products to meet customer needs   
• Managing a set of assigned high net worth customers of the bank which constitutes a customer base of 140 groups whose book size is above 50 cr.

• Ensuring the highest levels of service to the customers

• Developing the relationship with the HNI client through a range of products available with the bank like Savings & Current Accounts, NRE, NRO Accounts Corporate Salary accounts, Fixed Deposits, credit cards, Gold, Demat, Trading Accounts, Insurance, Mutual Funds, PMS, Bonds, Asset products like LAP, LAS, HL, PL, Working Capital & FOREX Services like inward and outward Remittance, Bank Guarantee thereby targeting on increasing the revenue generation for the bank.

• Recognize potential customers, creating business from the existing accounts and reaching profitability level

• Aggressively managing sales of investment products like Insurance and Mutual fund  
• One point contact for all requirements of Imperia customers, guiding them and attending to all their investment related needs such as Direct Equity advisory, Derivatives of equities, Portfolio management services and so on.

• Building and maintaining healthy business relations with major corporate & individual clients and also to ensure all KYC related requirements are being fulfilled

• Monitoring the portfolio client in terms of maintenance of AMB, activation, transactions

activity in the account, Profitability & Banding of customers and depletion.

• Answering enquiry, questions & complaints of clients in order to keep revenue generation of the division and Sold Income products to each group of the portfolio in the year.  
• Designing and applying various methods to accomplish income targets on monthly, quarterly, and yearly basis.

**TATA TELESERVICES LTD**

**Channel Sales Manager( Retail) Franchisee & COCO - Jan 2016- March 16**

* Executed the channel payout structure to align the channel partners with the circle priorities
* Worked on improving the customer experience at the Store also track the customer journey from on boarding
* Ensure the store hygiene parameters as per mystery audit & coordinated with the marketing team to ensure store visibility initiatives (pop-up, SMS blast )
* Worked upon then catchment area to ensure high footfalls in the store & ensured the store profitability (GP1 )
* Improving the customer service gaps with in specific SLA which leads to better customer satisfaction index
* Adhere to the store operational process & system (TIPPS, CRM ,LMS, RMS ,EBRS , EPOS , Mystery Audit)
* Handled SME accounts (government, corporate entities) with Revenue base (2 CR.)

[**Management Trainee - Sales and Marketing Operations**](https://www.linkedin.com/title/management-trainee-sales-and-marketing-operations?trk=mprofile_title)**(Mobility Division )**

**Inbound Sales Prepaid : (April 2015- August 2015)**

**Designation : Channel Sales Manager**

* Managed day to day operations of Prepaid business with 1 major distributer & 1 micro distributer in a territory which is 60% semi-urban with 44 BTS along with a covered population of 4.12 lac.in the Howrah area Kolkata with the annual business turnover 8.4 CR
* Bridged the gap in Gross Acquisition Share with the market leader in the territory in 3 months
* Created a strong subscriber base by increasing the quality % of subscribers
* Leading , Recruiting motivating & mentoring the team of 15 people (DSE, Runners ) to ensure achievement of targets
* Won on all Sales KPIs, increased distributor profitability by 10% and grew the market by 25%
* Conceptualized and rolled out a channel education program on MBO (MY BEST OFFER) .Around 250 retailers are engaged in the MBO platform from august. it checking from conversion is 90% which has impacted in incremental revenue in tertiary
* Inventory Management - Stock norms at distributer & retailer level & Maintain the distribution parameter with ( M2REC 60% DPL 150 AG 70% CAFTAT 80%) during the tenure
* Worked upon high on voice & low on data markets also coordinated with marketing team to ensure segmented offers to the customer base & brand visibility camping’s along with BTL activities
* Managed a relationship around 500 retailers in the territory – ensuring conflict resolution process & trade satisfaction

**Outbound Sales (Postpaid) (Sep 2015- Oct 2015)**

* Recommended a set of actionable in increasing the FOS/ tele-caller productivity in the different channel (DSA , DST, CAD , IOCR)
* Streamlined the process of recording DSR and managing the generated leads for better pipeline Management
* End to end management of accounts working closely with presales, acquisition & service delivery teams
* Implemented the action plan on own COCP mode of acquiring REC Subscriber Base

**Product Manager (Prepaid U & R) (Oct 2015- Dec 2015)**

* Managed U&R Marketing for prepaid customer base across Kolkata, responsible for circle-level revenue and churn
* Projecting and Forecasting quarterly targets for revenue, churn, REC base, HVC base retention, campaigns success rate and identifying opportunities to increase usage by consumer segments and maximize retention
* Extensive experience with SAS Customer Intelligence studio, designing and executing ATL & BTL campaigns , along with App engagements (MY Tata Docomo)
* Executed upon the launching new product FRC 74+1 – to increase the voice penetration in the subscriber base which leads to increase in Revenue of 15 lacs with 90% EBITA
* Analyze trends related to subscriber usage pattern and product performance for revenue enhancement based on parameters such as ARPU, REC/NREC, AON, MoUs, Take Rate and Win back status , tracking circle performance & improve product design
* Base Management with use of analytical tools (SAS, SQL) to understand their psychographics , behavioral trends , Geo- segmentation (HLR, VLR) ,Roaming REC , win back status
* Focus on Customer Life Cycle Management – On boarding, Customer Experience, Customer Upgrade and Retention
* Identify new opportunities for revenue enhancement – small screen data usage, site wise usage enhancement, tariff upgrade, drive handset penetration and track migrations of subscribers to appropriate plans based on usage trends

**Summer Internship at “Pantaloons Fashion & Retail Ltd”**

**Key deliverable – To understand the Consumer perception & Customer loyalty on newly launched brands to increase repeat sales**

**Project Objective - A critical analysis of the impact of the Newly launched brands on consumer perception towards Pantaloons Fashion & Retail ltd-**

The project dealt with the study of the changes in consumers’ perception regarding the newly launched apparel brands and also the image makeover of the organization as a whole. Pantaloons launched a few new brands of garments and Accessories for men, women and kids and wanted to know the products’ likability in terms of how it would aid customer retention and repeat purchases

**Projects done during PGDM**

* Brand building of Generic product & Marketing strategies
* A project on human resource planning of an F.M.C.G Industry.
* Market Entry strategies on footwear industry.
* Merger & Acquisition : AOL acquired Time Warner
* A study of balance sheet under IFRS
* Project management : BANDRA- WORLI sea link

**Achievements**

* Awarded a Bronze medal by the Department of Higher Education (Govt. of India, Delhi) for the participating in the Annual Sports of the School.
* Secured 2nd runner up position in “Best Manager” & “HR Games” – a Management Game of BRIO 2013 organized by IBS, Kolkata in December 2013.
* Awarded Ist prize with a certificate at Management games at Calcutta business school

**Computer Proficiency -** MS OFFICE (Word, Excel and PowerPoint, Access) , Tally9, Fact27.02,

**Certifications :** SPSS , SAS Analytics (web tool) , SQL (Oracle data base )

**Extracurricular Activities**

* Team member OF NEN , R & D head along with marketing of college Entrepreneurship Cell
* Stood 2nd in Quiz competition in House activity arranged by college
* Active member of “*kalyani youth leadership forum* “
* Being a Active part in organizing Management games in “*Serendipity 2014 “* GLOBSYN BUINESS SCHOOL
* Active participant in the *Xcellenza*  A management game on training & development at GLOBSYN BUINESS SCHOOL

**Personal Details**

Date of Birth - 1st Feb, 1991

Home Town - Kolkata

Current city - Bangalore

Languages Known - English, Hindi & Bengali

Contact details - 8017043613 & 9986978524

Email id - sen.souvik45@gmail.com

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| **Academic Project Brief** |
| **Brand building of a Generic product & Marketing strategies** -**A Research**:  The project involved a research about the product like organic tea which is a generic product by applying practical approach of branding as well as its models. The primary objective of the research was to find whether the no of consumers are consuming our organic tea or the other brands of tea . It further studied the competition benchmarking , statistics on sales and with the integration of 4 p’s of marketing mix as well as IMC strategies  **A project on Human Resource Planning of a F.M.C.G Industry: *HUL***  The primary objective of the project is to find out attrition rate of FMCG industry . An employee data base around 500 employees. Based on that we made the organizational structure &few specific analysis like Markov , longevity etc. After getting attrition rates we decided for Recruitment & Selection procedures. Further identifying the skill gaps we made the training &development programs , then move to performance appraisal , compensation management. of the employees of the organization.  **Market Entry strategies on Footwear industry**. ***Paragon***  This project is mainly the analysis of the new product which has launched in the rural market .despite of fierce competition from the urban players in the footwear industry along with the international players. this research is done on the basis of 4ps of marketing along with some models like Michel porter five forces , Howard seth model of problem solving , BCG Matrix also some practical inputs like media strategy , distribution channels.  **Merger & Acquisitions : AOL acquired Time Warner**  The project covers the reasons behind the merger, its deal structuring & its consequences. the biggest merger of its time amounting to $180 billion ,being the World First Internet age media & communication company.  **A study of balance sheet under IFRS**  A study on IFRS also the difference between old & new schedule VI under the companies act and its significance  **Project Management : BANDRA –WORLI sea link**  One of the biggest project undertaken in India , this project deals with various aspects of construction ,and how efficiently it has been carried out , this research was done to come to a conclusion |

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**SOUVIK SEN Date**