**DEBRANJAN BHOWAL**

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**SALES CUM MARKETING PROFESSIONAL**

Seeking challenging assignments with a reputed organization recognizing my true potential and providing sufficient avenues for professional growth nurturing technical skills and competencies

**CAREER HIGHLIGHTS**

* A qualified **PG Diploma in Business management in Marketing** with an interest and knowledge in **Sales & Marketing, Channel Management, Client Relationship Management, Competitor Analysis, Product Promotion**, **Market Research,** etc.
* Adept at formulating & implementing strategies to track market dynamics, and drawing inputs to realign tactics/strategies to counter competition and gain fresh business while retaining key clients and also mapping their requirements and providing them best solutions in terms of products and services
* Enriched with the ability to learn new concepts & technology within a short span of times

**PROFESSIONAL EXPERIENCE**



**Future Generali India Life Insurance Company Limited**

**May 2015 –July 2015: Certified Financial Planning Consultant**

**Job role**

* Educate the Customer about the product
* Developing business for the organization by offering customized solutions to every financial need of the customer
* Lead Generation activity for the organization
* Cold calling to arrange meetings with potential customers to prospect for new business
* Close the leads assigned by the call center team
* Servicing and Collection of Renewals from the existing customers



**EDUCATIONAL CREDENTIALS**

* **PG Diploma in Business Management, 2015;** Praxis Business School, Kolkata, West Bengal, Specialization in Marketing with a CGPA of 4.21/8
* **B.COM (Honours), 2013;** Vivekananda College, Calcutta University, Kolkata with 52.11%
* **12th, 2010;** M.P Birla Foundation H.S School, Kolkata, West Bengal from the board of CISCE with 78.25%
* **10th, 2008;** M.P Birla Foundation H.S School, Kolkata, West Bengal from the board of CISCE with 82.40%

**Key Skills**



* Business Development and Strategies
* Vendor Management
* Channel Management
* Negotiation and Communication
* Team Management
* Market Research
* Marketing Strategies

**IT SKILLS**

* Using Internet for research and official communication
* Proficient with MS Office

**SUMMER INTERNSHIP**



**Organization:** Universal Infra & Agri Oils (P) Ltd

**Industry:** FMCG

**Duration:** 60 Days (April 2014 to May 2014)

**Summary:**

* Understanding the demographics and geography of the Odisha market
* Finding out the key outlets in an area which are untapped and the corresponding reasons
* Understanding the promotional requirements and propose for the same
* Examined the viability of EBO’s for Universal Infra & Agri Oils (P) Ltd
* Designing activation activities and Media Planning for Universal Infra & Agri Oils (P) Ltd
* Examined the potential for Universal Infra & Agri Oils (P) Ltd in the B2B market

**ACADEMIC PROJECTS**



* Prepared Brand dossier on “**Colgate**” to analyze customer buying behavior and competition
* Prepared category identification, segmentation for the potato wafers and found out the leading brands in each segments. Prepared a SWOT analysis for the brand “**Lays**”, based on which prepared recommendations to expand its portfolio.
* Designed a retail business plan (Sport’s Accessories and Sport’s Bar) based on the Pentagon & Triangle model and developed the store EBIDTA model based on the current and expected competitions.
* Prepared Distribution dossier on “**The Hindu**” to analyze their channel design, channel member and field force management, also find out the various variables affecting the distribution of The Hindu.
* Live project with **Spencer’s Retail** to understand the operations of the store.

**EXTRA CURRICULAR ACTIITIES**



* 2nd Runner up in ICICI stock mind 2013 college round
* Participated in Indian Navy Mini Marathon
* Played Football in inter-school and inter-college tournaments
* Participated and won track events at school and college level
* Participated for creating awareness and assistance in raising funds for HelpAge India

**HOBBIES & INTERESTS**

* Playing football
* Socializing
* Biking
* Listening to music
* Fish Keeping
* Drawing

**PERSONAL DETAILS**



**Date of birth :** 9th September 1990

**Languages known :** English, Hindi & Bengali

**Address :** 38/3 Sisir Bagan Road, Behala, Kolkata 700034