



ARIJIT ROY

CONTACT

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EDUCATION

PGPM:

Marketing and Operations, 2016
IBS Business school - Mumbai

Master of Business Administration:

Marketing, 2016
IBS Business school - Dehradun

Bachelor of Technology:

Computer Science and Engineering, 2013
Netaji Subhash Engineering College –
Kolkata

Diploma of Higher Education:

Computer Science and Technology, 2010
Kingston Polytechnic College - Kolkata


CERTIFICATIONS

Digital Marketing Certification Program, MICA and UpGrad

A comprehensive 6- month program on
Digital Marketing and Marketing Analytics
created by industry experts from leading
digital corporate

LANGUAGES

English 

Hindi 

Bengali 

PROFILE

A highly experienced and results-driven professional with 8 years of experience in Sales, Marketing, and Client Relationship Management, with a proven track record of leading teams to success in Commercial Real Estate Management. Skilled in coordinating between customers and cross-functional teams to ensure the timely delivery of products and solutions tailored to customer needs.

WORK EXPERIENCE

Assistant Manager, 02/2016 to 04/2024

Hiranandani Communities - Mumbai, Maharashtra

Sales, Marketing, and Client Relationship Management-

- Collaborated with a team of eight while directly reporting to the Senior Vice President of Sales & Business Development.

Account/Client Management

- Worked across all functions and levels within the organization to identify, analyze, and resolve issues, while creating opportunities for the continuous development of the project. at India's first International Financial Services Centre (IFSC) at Gujarat International Finance Tec- City (GIFT), Gandhinagar.
- Acted as the primary liaison between Hiranandani Communities and clients, providing consultation and support.
- Collaborating with all functions and levels in the organization to identify, analyze and solve problems and create opportunities for continuous development of the project.

Client Relationship Management

- Overseeing road mapping by identifying & fulfilling client needs for presenting new tax benefit proposals across geographies.
- Resolving client's concerns and interacting with them to gather feedback and maximize customer satisfaction.
- Forging and nurturing robust business relationships with key clients for effectively representing the company's brand.
- Managing reputed clients including but not limited to State Bank of India, Bombay Stock Exchange, New India Assurance, General Insurance Corporation of India, Kotak Mahindra Bank, HSBC & CitiBank

Key Achievements

- Achieved 100% occupancy of the building.
- Manage Rs 165 Cr Long Lease Sales Portfolio
- Formulated & administered monthly revenue worth Rs 1.38 Cr
- Successfully managed more than 400 customers
- Assisted external agencies in developing comprehensive marketing collateral kits and delivering digital marketing solutions.

SKILLS

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|---|-------------------------|
| • Operations management | • Analytical Thinking |
| • Account/ Client Management | • Project Management |
| • Corporate Sales | • Adaptability |
| • Cross Functional Collaboration | • Time Management |
| • Communication | • Technical Proficiency |
| • Sales & Marketing Strategy | • Negotiation Skills |
| • Customer Retention & Client Servicing | • Conflict Resolution |
| • Relationship management | • Adaptability |
| • Business development | • Problem-Solving |
| • Power BI | • Strategic Thinking |