



## Contact

### Phone

6291876533

### Email

sanjana2498@gmail.com

### LinkedIn

www.linkedin.com/in/sanjana-saha/

### Location

Chandigarh

## Education

2020-2022

### MBA | Marketing

Army Institute of Management

2015 - 2019

### B.Tech | Electrical

Calcutta Institute of Engineering and Management

## Skills

- Brand Positioning
- Business planning
- Negotiation
- Sales strategies
- Data Analysis and Reporting
- Cross-functional Management

## Software

- Advanced Microsoft Excel
- Canva
- Design Thinking
- Microsoft Powerpoint
- Sales Force

## Language

English

Hindi

Bengali

French

# Sanjana Saha

## Deputy Manager - Marketing and Sales

Collaborative working professional with dedication to partnering with coworkers to give the best customer satisfaction and to promote engaged, empowering work culture. Documented strengths in building and maintaining relationships with diverse range of stakeholders in dynamic, fast-paced settings.

## Experience

### DHL Global Forwarding

June 2023 - Present | Chandigarh

#### Deputy Manager

- Identified Geography and scoped the area to understand "What is the need and what is still lacking according to the customers?"
- Have designed solutions and took an approach of Selling with a Buyer's Perspective.
- Understanding the brand belief and keeping the soul of the brand intact expanded the market share.
- Have made a strong network not only within the internal departments but also within the Cross Business unit forum to further develop untapped markets.
- Have made very clear communication with the operation team to understand operational challenges as well as discussed profit and loss on each file.
- Have done intensive analysis to understand the commodity-specific hubs for Export and Import movement in Punjab, Himachal and Haryana

Jul 2022 - May 2023 | Gurgaon

#### Management Trainee

- Established open and professional relationships with team members which facilitated communication, quickly resolving issues, and conflicts.
- Gained knowledge of company products, policies, protocols and processes.
- Organized projects and contests to increase sales and encourage exceptional customer service.
- Leveraged data and analytics to make informed decisions and drive business improvements.
- Defined clear targets and objectives and communicated to other team members.

### Ferrero India Private Limited

May 2021 - July 2021 | Kolkata

#### Sales Intern

- Understood the traditional trade structure of the FMCG industry and generated revenue by Distributor and Retail Sales.
- Maintained the KPI of 30% sales conversion and generated revenue of 35L.
- Supported sales team with administrative assistance such as coordinating order placement and responding to basic inquiries.
- Managed customer expectations and helped navigate sales processes during the covid.
- Generated reports to track sales activity and performance.
- Analyzed customer feedback and identified areas for improvement.

### Purvyakruti Sales & Services Private Limited

Apr 2019 - June 2022 | Kolkata & Rural

#### Language Interpreter

- Provided cultural input to speakers to help parties who did not speak similar languages communicate with and understand one another.
- Understood the objective of the primary research and maintained message content, tone, and emotion as closely as possible.
- Kept up-to-date with industry-specific terminology and jargon to accurately interpret technical or specialized language.
- Interpreted conversations simultaneously to help both parties conduct business, handle medical needs or manage personal concerns.