

DEBMALYA DE

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Executive-Channel Sales

Strategic Planning / Sales & Marketing / Business Development

SYNOPSIS

Organizational Growth
Strategic Planning
Business Development
ROI Accountability
Sales & Marketing
Distribution
Channel management
Revenue expansion
Institutional Sales
Team Building & Motivation

- ❖ Performance driven career of nearly 4 years 6 months of experience in achieving revenue and business growth objectives; presently associated with ABP Pvt Ltd as Executive, Sales.
 - ❖ Managing Business Operations, contributing towards setting 'Up Channel/Distribution Networks, enhancing Business Volumes, achieving revenue and profitability norms.
 - ❖ Holds the distinction of working across Kolkata, Durgapur, Asansol, Mursidabad & South Bankura area.
 - ❖ Extensive experience with highly engineered systems that demanded deep understanding of critical business drivers in multiple markets.
 - ❖ Established large volume, high profit accounts with excellent levels of retention and loyalty.
 - ❖ Gained significant experience of working in fast pace environment with strong marketing, technical and interpersonal skills.
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- ❖ Exceptionally well organized with a track record that demonstrates self-motivation, creativity and initiative to achieve both corporate & personal goals.
 - ❖ Proficiency in appointing new Channel Partners & Distributors for enhancing sales growth.
 - ❖ Team leader who effectively meets goals through strong leadership.

CAREER SCAN

Feb'15 with ABP Pvt Ltd as Channel Sales Executive

Notable Highlights:

- ❖ Successfully managing a team of 3 members and extend the distribution network by opening 28 new distributor.
- ❖ Extended micro coverage by opening new 212 unconventional outlets and hawker base 1025 to 1475.
- ❖ Ensured financial health by controlling outstanding and by increasing advance level from 2 to 3 months of 90% Agents.

- ❖ Successfully launched ABP subscription process & achieved more than 120 subscriptions in a month
- ❖ Launched E-BELA, THE TELEGRAPH IN SCHOOL & ANANDABAZAR SCHOOL EDITION through interactive promotion activities.
- ❖ Organized sponsorship 30k copies of The Telegraph and 5000 copies of TTSE from the clients.
- ❖ Led Institutional sales through Hotels, Hospitals and Restaurant tie ups.
- ❖ Responsible for Scheme Operation and Demand Creation activities.
- ❖ Monitored Supply chain and Logistic Management for smoother operations.
- ❖ Organized reader's meet and marketing strategies to sustain strong Brand Equity.

Aug'13 with Vodafone South Ltd as Relationship Manager

Notable Highlights:

- ❖ Successfully led a team of 4 members and acquired from 4th to 2nd position of Vodafone.
- ❖ Increased customer acquisition no from 2228 to 7064 & Gas share from 15% to 27%.
- ❖ Identified the new markets and appointed 11 new Associate Distributors.
- ❖ Increased revenue from 77LAKS to 112laks.
- ❖ Increased dealer base from 825 to 1120 & led the execution of the Secondary sales.
- ❖ Actively involved in turning 6 LUT to profitable LUT through BTL activities.
- ❖ Ensured the availability of optimum stocks & introduced new product in trade.
- ❖ Responsible for proper product display and merchandising.
- ❖ Spearheaded sales through Distributor,AD meet and other promotional activity schemes

Apr'12 with Videocon D2H (Kolkata/Mursidabad) as Area Sales Manager

Notable Highlights:

- ❖ Increased revenue by 50% & achieved primary and secondary sales target.
- ❖ Holds the distinction of appointing 25 new Associate Distributors.
- ❖ Appointed 2 new SSD in Kolkata during CAS period.
- ❖ Looked after the Inventory Management.
- ❖ Managed a team of 4 to maintain proper co-ordination among sales and service.
- ❖ Involved in implementing the sales promotional activities.
- ❖ Tied up with apartments for MDU connection.
- ❖ Increased the Volume and Value of Business.
- ❖ Involved in recruiting & training FOS, ISD.

SUMMER INTERNSHIP PROJECT

Company: O-Zone Networks Pvt. Ltd

Project: Market Development and Creating Brand Image of O-Zone Networks in Kolkata.

Objective: To deploy O-Zone Networks Wi-Fi hotspots in different retail sectors.

QUALIFICATIONS

- ❖ MBA (Marketing/Retail) from International School of Business & Media with **63%: 2012.**
- ❖ B.Tech (Computer Science) from Calcutta Institute of Technology with **76%: 2009.**
- ❖ Higher Secondary from D.D. Kishore Bharati High school with **47.5%: 2004.**
- ❖ Secondary from D.D. Kishore Bharati High school with **74.12%: 2002.**

SPECIAL ACHIEVEMENTS

- ❖ Achieved Highest **TTSE** subscription in Rest of Bengal circle for FY15-16.
- ❖ Awarded Top RM '**SUPER STAR**' Nov'13 in Rest of Bengal circle.
- ❖ Awarded Top SB RM '**SPARTAN**' Feb'14 in Rest of Bengal circle.
- ❖ Awarded Top RM '**JADUGAR**' Dec'13 in South Bengal Zone.

PERSONAL DETAILS

Date of Birth	23rd April 1986
Permanent Address	93/1 M.M. GHOSH ROAD DUM DUM KOLKATA-700074
Languages Known	ENGLISH, HINDI & BENGALI