|  |  |  |
| --- | --- | --- |
| An aspiring Data Analyst with an experience of working in Market Research, Business Development, Lead generation, Sales & Marketing of products & services in both B2B & B2C business models. sKillS  * **Microsoft Power BI** * **Advanced Excel** * **SQL(Basic)** * **Communication** * **Strategic thinking** * **Team Management** * **Interpersonal Skills** * **Database Management** * **Project Management** * **Client Handling** * **Customer Acquisition**  Awards  * **Awards for selling focus products**   **Wizards of Exterior, Winner of Nilaya Scheme & other contests -Divisional Contest from East Region, Unit- Kolkata**  **(Asian Paints) (2014 - 2015)**   * **Growth Star Award-**   **Maximum Outshine Stars**  **Divisional Contest from East Region**  **(Asian Paints) (2015-2016)**   * **Best Student Award- ‘Striker’**   **NSHM (2011)**   * **‘Marching Ants’ - Class Attendance & Participation’** * **NSHM (2011)**  Languages  * **English** * **Hindi** * **Bengali**  Hobbies  * **Cooking** * **Travelling** * **Cricket & Movies**  COURSES/CERTIFICATIONS  * **Deep Dive into Data Analytics, Skillenable** |  | **Abhijeet Kumar**  Blue call icon, Dialer Android Google Play Telephone, phone, blue, text png  | PNGEgg  **+91-7980759203** [**kr.abhijeet3@gmail.com**](mailto:kr.abhijeet3@gmail.com)    [**https://www.linkedin.com/in/abhijeet-kumar-b71899256/**](https://www.linkedin.com/in/abhijeet-kumar-b71899256/) Work ExperienceAssistant Manager-Business Development (Feb 2023-Present) ***AlCircle Pvt Ltd, Kolkata, West Bengal*** Market researchGenerate revenue through advertisement, micro site, subscriptions and Value-Added Services (VAS) salesCreate marketing strategies online and offline using various digital marketing tools and social mediaHandle international clients.Customer Relationship Management.Source new business prospects and develop profitable business relationships with them.Developing user database. Freelancer (Jan 2018 – Jan 2023) ***Kolkata, West Bengal***   * Worked as a freelancer with some Paint Industry Dealers and Distributors in Lead Generation & Business Development activities * Helped them in designing a complete solution package for customers with a team of Applicators. * Maintaining databases of prospective and existing customers * Provided product and budget consultation services * Project management  Digital Account Manager (December 2015 –April 2016) ***GetitInfoservices Pvt Ltd, Kolkata, West Bengal***   * Onboarded MSME businesses on our platform “askme.com” * Closely worked on launch and onboarding of merchants for “Askme Pay” a payment gateway platform * Associated with marketing and promotional activities for “askemegrocery.com” and other e-commerce models. * Understood SME needs & pain areas and map the same with product, solution & service offerings * Conducted market research pertaining to the SMEs * Retention, growth, and increase of key client base  Sales Associate (February 2014 –December2015) ***Asian Paints Ezycolour Home solutions, Kolkata, West Bengal***   * Delivered month on month growth in revenue and expanded client base, * Had a track record of achieving monthly targets and overachieving it * Handled objections and negotiations, closed sales * Created product awareness * Lead generation including research and business development  Project management & client handling ***Sales Intern (January 2013 –February 2014)***  ***HCL Infosystems Ltd, Kolkata, West Bengal***   * Onboarded 4 major educational institutes of Kolkata and nearby areas * Gave product demonstration at all major schools and educational institutes * Identified key prospects. * Created and maintained database of new and existing clients * Scheduled calls and visits.  PROJECTS **Compare Sales and Target of a Coffee Shop-Microsoft Power BI**  In this project we compared the sales and target  of a coffee shop. It helped us to see how well the coffee shop is  doing in relation to its sales goals, the project will also help to identify any areas where the coffee shop may need to improve its sales.  **Analyze Cab Cancellations across various cities-Microsoft Power BI**  Based on demand fulfilment utilization and cancellation data analyzed why cabs are getting cancelled more in which city and the reason behind it using bar chart, line chart & scattered chart tried to understand which factors have strong correlation with cancellation. Is it price, demand or ETA? EDucationBachelor in Business AdministrationNSHM College of Management and Technology, WBUTMay 2010 – August 2013 CGPA: 7.47  * Central Board of Secondary Education   Senior School Secondary Examination,  Sri Ayyappa Public School  2008 –2009 Percentage: 69.6%   * Central Board of Secondary Education   Secondary School Examination,  Sri Sathya Sai Vidyapeeth,  2006 – 2007 Percentage: 80% |