



SUMANTRA DUTTA

EXPERIENCED SALES AND MARKETING TEAM
LEADER

Personal Profile

Originally from Kolkata, India
Date of Birth: 21 May 1989
Marital Status: Single
UAE Driving License: Valid
Mobile Number : +971 54 4666559
Email: sumantradutta311@gmail.com
LinkedIn : <https://www.linkedin.com/in/sumantra-dutta-355943b>

Career Objective

A reliable, capable and enthusiastic individual who has 9 years' experience in retail. Possessing extensive experience of supporting, developing and motivating teams to do better and to drive continuous improvements across a range of store related activities. Also have a track record of coming up with practical improvement initiatives which enhance a company's overall effectiveness and harnesses the potential of its workers. Currently looking to pursue a new position related to my skills and expertise. Diligent in Sales, well-versed in accurately coordinating paperwork such as contracts, purchase orders, requisitions and refund requests. Experienced in working with Apparel inventory and keeping documentation up-to-date for optimal record keeping. Strong and meticulous individual with deep understanding of industry warehouses. With commitment to maintaining efficiency for long hours.

Work Experience

Adidas Emerging Market [Nov 2011- Nov 2018]

Position: Store Team Leader (Initially started as Sales Associate)

- Initially started as Sales Associate.
- Allocate resources and organize processes to drive profitability and efficiency.
- Maintained strong vendor connections at all stages, including arranging pricing and delivery structures and managing specific shipment or paperwork concerns.
- Coordinating with his team to meet superior customer service standards.
- Coaching and training team members to increase their performance.
- Minimizes stock losses by planning and tracking all loss prevention procedures.
- Creates an appealing - easy to shop environment for customers by coordinating with the team in executing VM standards and housekeeping standards.
- Minimized packaging time by designing streamlined organization system for inventory in warehouse.

- Daily reports for stocks available while forecasting for new product launches.
- Collaborated with sales team members to stay current on inventory levels, complete accurate orders and resolve item issues.
- Evaluated supplies and product inventory to check for quality and quantity issues and returned unacceptable materials to vendors to obtain replacements or refunds.
- Used hand-held devices and computers to record and monitor inventory levels and completed audits to uncover and address inaccuracies.

Reebok [Feb 2009 – Aug 2011]

Position : Visual Merchandiser

- Keeping track of stocks through segregating them.
- Handle the Inbound and Outbound of various sport products.
- Merchandise the Showroom for an average of 3 Sales Meeting during the day.
- Prepared interesting and innovative visual displays to grab customer interest and promote sales.
- Promoted seasonal products and trends to ensure efficient movement of stock.
- Enhanced overall store appearance by applying careful consideration to product and display locations.
- Educated staff about coordinating clothing racks and related displays to boost effectiveness of promotions.
- Completed seasonal windows, dressed mannequins and arranged in-store displays to showcase available products.
- Managed aesthetically pleasing displays to showcase company products and increase sales.
- Presented store update suggestions and layouts to management and stakeholders.

Sony [Mar 2008 – Jul 2008]

- Successfully demonstrate the new launches of gaming products.
- Keep records of any faulty products.
- Issue and maintain sales reports at the end of every trading day.
- Improved company visibility by meeting with and engaging prospective customers.
- Prepared and delivered sleek and professional sales presentations to explain product benefits.
- Recommended specific product options to meet customers' needs.
- Distributed product samples to potential customers to try offerings before committing to purchasing.
- Engaged consumers in friendly, energetic and professional manner to encourage each to try samples.

Education

- Bachelors of Business Administration in Marketing
Preston University Ajman, UAE [2009 -2012]
- Central Board of Secondary Education (New Delhi)
Progressive English School Sharjah, UAE [1995 – 2009]

Skills

<ul style="list-style-type: none">• <u>Computer Based Skills</u><ul style="list-style-type: none">- Microsoft Office working experience- Sales Report Generation- POS systems knowledge- e communications- email drafting ability	<ul style="list-style-type: none">• <u>Service Oriented Skills</u><ul style="list-style-type: none">- Planning and forecasting- Inventory control- Order fulfillment- Problem solving- Loss prevention- Stock management
<ul style="list-style-type: none">• <u>Retail Skills</u><ul style="list-style-type: none">- Merchandising- Handling Sales for various products- Great communication skills- Industry experience of 9 years- Purchase planning for various stores- Social media marketing- Great Negotiation skills- Brand awareness- Creating fun marketing campaigns- Maintaining great customer relations- Consultative selling	<ul style="list-style-type: none">• <u>Team leadership Qualities and Skills</u><ul style="list-style-type: none">- Coaching subordinates- Active Listening Skills- Ability to work with multicultural people- Approachability and flexibility- Time management- Motivated team player- Interpersonal skills and great employee relations- Staff training and development- Detail-oriented- Scrum leadership

Work Achievements

- Promoted to Key Holder after eleven months of employment
- Managed and led a team of 17 Retail Sales Associates
- Collaborated with team of 9 in the development of Store Stock Inventory Project 2016, Adidas UAE.

Declaration

I, Sumantra Dutta, declare that all the information given above is true to my knowledge and belief.