

CURRICULUM VITAE

MILON MAHAPATRA

Plot No-20/250, Jahalda, Digha Medinipur Road, Belda, Paschim Medinipur, West Bengal

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MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL – FMCD

Seeking challenging assignments with an organization of repute across the industry

SUMMARY OF SKILLS

- Competent and diligent professional with an experience of **3 years in Sales and Marketing, Business Development, Strategy Planning, Customer Relationship Management & Revenue Generation**; currently spearheading as **Territory Sales Executive (Consumer Durables)** with **TTK PRESTIGE Limited, Bhubaneswar**
- Extensive experience in **optimizing business operations, business development, expansion of marketing network while managing and understanding competition** and consequently achieving high productivity standards
- Expertise in **analyzing marketing trends and tracking competitors' activities, planning & implementing integrated marketing solutions, conducting primary & secondary market research** providing valuable inputs for product enhancements and fine tuning sales and marketing strategies
- Possess keen business acumen in analyzing & understanding business requirements, customer-value maximization and developing new business processes & revenue streams. Capable of developing a strong network of channel partners- Exclusive dealers & distributors- for wider distribution and deeper penetration
- **Outstanding Relationship Management skills**, articulate, strong business acumen with the ability to conceive profitable and efficient solutions utilizing technology while working effectively with all levels of management and the people therein

Core Competencies

Business Development and Strategy ♦ Sales Planning & Execution ♦ New Product Launch ♦ New Market Development ♦ Brand Management ♦ Publicity & Promotions ♦ Performance Improvement ♦ Coordination ♦ Team Management ♦ Relationship Management

PROFESSIONAL EXPERIENCE

➤ TTK PRESTIGE, BHUBANESWAR

since March 2017

Territory Sales Executive – CONSUMER DURABLES

- Managing channel sales directly & indirectly through Sales Team in Odisha; consistently achieving all the preset targets including sales, revenue
- Decide monthly targets for exclusive dealers for all products Volume and Value
- Plan and execute marketing campaigns within the designated budget to enhance brand recall and increase primary & secondary sales for better ROI
- Supervising sales, visibility, and promotion and market research activities across the section while covering Retail across territory.
- Set target for product & SKUs, ensure optimum quantity of goods with exclusive dealers, track & monitor performance, plan strategy for slow moving stocks, provide quantity requirement during special promotion as well as coordinating and providing feedback
- Involved in trade budgeting, planning & implementation of trade schemes and managing discount budget
- Identify and appoint new exclusive channel partners to enhance business development through formal presentation, while working closely with the sales channel to ensure target achievements
- Ensure equitable distribution & availability of stocks across assigned sales territory
- Plan and organize various promotional campaigns like retail shop branding, displays, hoardings, etc to enhance the brand awareness across the market
- Responsible for monthly forecasting and planning process for the circle using SAP
- Tracking and minimizing overspend of the outlets and regularly servicing the same for retention

EDUCATIONAL CREDENTIALS

Master of Business Administration – Marketing & Retail 2017

Eastern Institute of Integrated Learning and Management, Vidyasagar University; **75%**

M.Tech (Electronics and Communication) 2013

SRM University, Chennai- **9.18 CGPA**

B.E (Electronics and Communication) 2010

Visvesvaraya Technological University, Karnataka; **72%**

Technical Skills

SAP, C, C++, Windows OS, Microsoft Office package.

Journal Article - Milon Mahapatra, M. Malathi, and B. Srinath, “An Interconnectivity Based Efficient Partitioning Algorithm of Combinational CMOS Circuits”, International Journal of Computer Applications (**IJCA**), vol. no. 1, pg. no. 18-21, National Conference on VLSI and Embedded Systems(NCVES), Feb., 2013, **Oral presentation**, Chennai.

Projects Undertaken

External Project

- Project Title – A study on customer feedback regarding the customer loyalty program and generating revenue through women’s ethnic apparel selling, gift voucher selling & point redemption selling for Kankurgachi, Pantaloons.
 - Project Profile – Survey on customer loyalty program and facilitating revenue generation
 - Project Achievement- Total 2,08, 800 revenue generated
 - Organization – Pantaloons (Division of Aditya Birla Fashion & Retail Ltd.)
 - Duration– 2 months (17/06/2016 to 16/08/2016)
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