**Dibyajyoti Hazarika**

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**Career Objective**

Seeking assignment in a growth initiated organization where I can secure a position to enhance my skills and add value to the organization’s holistic growth.

**Summary**

* MBA in Marketing/ Human Resource with over Nine years of combined industry experience in Marketing and sales, and Market Research.
* Skilled in managing clients with strong communication, negotiation, problem resolution and client need assessment aptitude.
* Possesses excellent analytical, presentation & interpersonal skills with demonstrated relationship management abilities.

Currently working as a Business Develipment Executive at Bizcon innovations pvt ltd from march 2022.

Worked as a Area Sales Manager in GWC Asphalt Pvt. Ltd. Guwahati (April 2021 to Febuary 2022)

Worked as a Senior Marketing Executive in Trmc (October 2019 to December 2020).

Dealing with government projects along with builders, architects, and project managers.

**Previously working As a Senior Sales Executive in Gold Stone cement Ltd. (Black Tiger cement August 2018 to September 2019)**

**Previously worked as an Area Sales Officer in SM CORPORATION LTD; looking after project sales of Tata Steel. (January 2015 to September 2017).**

JOB RESPONSIBILITIES

* Promotes specific SKUs/ new Products as per Company Objectives.
* Ensures Timely Collection of Outstanding as per Credit Policy.
* Order booking from the Projects Managers, Achieve sales targets.
* Tracks Competitors’ activities and Gathers Market Intelligence.
* Implements effective MARCOM plans of ATL/ BTL activities to address the identified target group in order to ensure proper visibility of products.
* Organizes influencers/ consumer meets as per plan.
* Explains the working of schemes / initiatives and gets buy in of projects, builds relationships with influencers through regular meetings.
* Collects Consumer Insights and Reports to the DGM Sales/ DGM Marketing/ Team Leaders.
* Coordinates with DGM Sales/ Team Leaders for fulfillment of orders.
* Resolves Channel Conflict amongst Project Managers by taking corrective and preventive actions.
* Submits daily Sales and Marketing Reports as per specified format to supervisor.

**PREVIOUS STATUS**

Employed as a sales officer under *M/s POOJA TILES AND SANITARY* from (July 2013 to January 2015).

JOB RESPONSIBILITIES

* Sales of Tiles in assigned areas through Channel Sales.
* Collection of Payment, form ‘C’ Formulation.
* Sales Projection Report on Monthly Basis.
* Develop Close Relationship with the Dealer, Builders, Developers, Architects, Interior Designers, Civil Consultants, and Contractors.

**PREVIOUS STATUS**

Previously worked in *WURTH AUTO INDIA PRIVATE LIMITED*as a Marketing executive from (January 2012 to July 2013).

JOB RESPONSIBILITIES

* Maintaining Customer’s satisfaction in all times and answering to Customer enquiries using the Standard Guidelines, other Activity as per Requirement from time to time.
* Handling complaints and queries of external and internal customers.
* Handling the track of the accounts, Tie up with companies.
* Go to the field work for Collection of the bills, Making Relationships and demonstrating various products.

**Academics**

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| --- | --- | --- | --- | --- |
| **Name of the School/College** | **University/Board** | **Degree/**  **Discipline** | **Year of Passing** | **Division/**  **CGPA** |
| DON BOSCO INSTITUTE OF MANAGEMENT, GUWAHATI | ASSAM DON BOSCO UNIVERSITY,  GUWAHATI | MBA Marketing/Hr | 2011 | 6.36 (CGPA) |
| B.BOROOAH COLLEGE ,  GUWAHATI | GAUHATI UNIVERSITY,  GUWAHATI | B.A.  (Pol. Sc.) | 2009 | 2**nd**Class |
| B.BOROOAH COLLEGE , GUWAHATI | A.H.S.E.C. | ARTS | 2006 | 2nd Class |
| COTTON COLLEGIATE SCHOOL, GUWAHATI | S.E.B.A. | H.S.L.C. | 2004 | 2**nd**Class |

**Internship**

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| --- | --- |
| * Indian Oil Corporation ltd. (IOCL), Guwahati | **May-June 2010** |
| *A thesis on Total Productive Maintenance (TPM). Analyzing its impact, effective implementation, sustenance and exploring ways for a comprehensive & improved implementation****.*** | |
| * In depth analysis of the phases and implications in implementing TPM in Guwahati Refinery. * Study of critical success variables for effective performance of TPM system. * Analyzed the data for evaluating performance system in deciding compensation strategies of employees in Guwahati Refinery. | |
| * In-house project at DBIM | **Aug-Oct 2010** |
| *Preference for an advertising media-A study from the perspective of the toothpaste industry****.*** | |
| * The study examined the impact of different advertising media towards use of toothpaste manufactured and marketed by different companies. * Articulated the cost-benefit analysis of toothpaste manufacturing company while endorsing an advertisement through different advertising media. | |

**Achievements and Co-curricular Activities**

* Runners-up of the event *Talent Show* under the management feast *JOURNEI 2010* organized at Don Bosco Institute of Management.
* Received two audience awards at *AIM QUEST 2010*organized at Assam Institute of Management.
* Meritorious Academic and Management Internship Award by *IOCL* (Guwahati Refinery 2011) for project performance.
* Actively involved with the in-house social forum *PRAJJWAL* of Don Bosco Institute of Management.
* Coordinator for *Collage Making* and *T-SHIRT* painting event in *JOURNEI 2010*, participated by various B-Schools from the region.

**Hobbies and Interest**

* Like to do activities in a group, net surfing.
* Reading books, singing and acting.
* Avid traveler and enjoy visiting and acquainting with new cultures**.**

**Linguistic Skills**

* Skillful written and interpersonal communication skills in English, Hindi and Assamese.
* Conversant in Bengali.

**Computer Skills**

* Certificate Holder in DTP.
* MS Office (Word/Excel/ Outlook/PowerPoint).
* Advance Diploma in Computer Application.

**Personal Dossier**

Father’s Name : BenudharHazarika

Date of Birth : 24-01-1988

Nationality : Indian

Religion : Hinduism

Marital Status : Unmarried

**Declaration**

I hereby do declare that all information furnished above is true and correct to the best of my knowledge and belief.

DibyajyotiHazarika