



Name: KALYAN PRAMANIK

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I am a profound **Business Developer of Digital Businesses** with a MBA degree in marketing and few professional certifications viz. Digital marketing, Ecommerce & International Business with more than **12 years of work experience** in multiple **B2B domains**. Over the years I have developed a successful **Internal Growth Strategy** for my present organization - AICircle and generated a **10X growth in overall business**. I have also been rewarded with **Star Performer Award** in recognition of a commendable performance for the year 2017-2018.

COMPETENCE AREAS & HIGHLIGHTS:

- Team Management | Business Development | **International Sales, Marketing & Strategy** | **Advertisement Sales** | **Digital Marketing** | **Digital Media Operation, E-commerce & E- Marketplace** | Corporate Relationship | **New Client Acquisition** | Account Management & Delivery | Content Marketing | **Negotiation Skills** | New Innovation | Online & Offline Events | **P&L Management**
- Regular uses of Digital Tools / Platforms – Hubspot | Mail chimp | Constant Contact | Google Analytics | Facebook Business Manager | Google Keyword Planner | Moz | Canva | LinkedIn
- Travelled various parts of the world like Germany, Italy, Turkey, UAE, Bahrain, Saudi Arabia, China, etc. and major cities in India to form potential partners, established new business and enhanced customer base.
- **MBA** from ICFAI Business School (Full time) 2007 – 2009.
- **Completed Professional Diploma in Digital Marketing** from NIIT Imperia - (Indian counterpart of Digital Marketing Institute of Ireland).
- **Completed Executive Development Program in Strategies for International Business** from Indian Institute of Foreign Trade (IIFT)
- **Certified Ecommerce Professional** from India Institute of Ecommerce (ongoing)

INDUSTRY EXPOSURE: A) B2B Industry B) IT Industry (Digital / Internet Services) c) Ecommerce & Media Industry C) Metal Industry

INTERNATIONAL EXPOSURE: 1) Germany 2) Italy 3) Turkey 4) UAE 5) China 6) Bahrain
7) Saudi Arabia etc.

LEADERSHIP EXPOSURE: Largest team size managed is fifteen (15)

PROFESSIONAL EXPERIENCE:

1. (www.alcircle.com) – Sr. Manager – Business Development & Digital Marketing - January 2013' continuing / Reports to: Executive Director

www.alcircle.com – A Virtual Aluminium Ecosystem

AlCircle - The most Popular Digital Media & E-Marketplace of the Aluminum Industry, registered in Singapore by the name of AlCircle Pte Ltd (www.alcircle.com), set up to penetrate the global aluminium industry and become the first reference point for any individual pertaining to Aluminium.

Roles and Responsibilities:

- To lead the sales & operation, account management, digital marketing initiatives; in order to ensure that the company is positioned as the leader in digital media operation in Aluminum Industry and the portal remain the first reference point for global buyers and sellers to meet their requirements.
- To create and implement sales plans in order to achieve the required growth of the targeted verticals and geographical sectors globally, also to manage online campaigns and develop new product line and launching.
- To explore new strategies to acquire customers of new segment, servicing and retaining them by selling various kinds of Digital Marketing Products, Display Advertisements, Virtual Product showcase, Knowledge Base Assignments, Subscriptions, and Research Reports etc.
- Overseeing the annual renewals process, ensuring on-target retention of existing advertiser/ users / Buyers / Sellers / Subscribers etc.;
- Monitoring and management of sales and support processes in the entire world;
- To travel different parts of the world to increase brand awareness and to develop new market.
- To execute online exhibition of Aluminum Industry and onboard exhibitors and sponsors of the event.
- Be a driving path in joining hands and to accomplish major partnership with global event / associations / suppliers of Aluminum Industry.
- To arrange and give presentation in different august gathering and to prospective clients.
- Proposing an overall marketing budget, delivering monthly revenue forecasts.
- Extensive research to accumulate data and prioritize them from different sources | Analysis of data to identify the potential market according to the revenue model
- Writing up a concise, value based sales proposals and to manage the entire invoices.
- Maintaining the Sales Funnel Sheet, Time Sheet, Task and Tour Report and presenting same to the Management.

2. Infocom Network Ltd. (www.tradeindia.com), Asst. Manager - Business Development - October 2009' to December 2012'

Tradeindia.com, India's Largest B2B Marketplace, connecting Buyers and Sellers of various products.

Roles and Responsibilities:

- To manage/ lead a team of executive & be a guiding force for the team.
- To get the desired output from the team members by regular supervision.
- To accomplish the team targets through space selling.
- Prepare proposals, presentations and sales contracts.
- Analysis and tracking competitor's activities and providing valuable inputs to the team.
- Developing B2B promotion and providing end-to-end sales services.

3. Viem InfoTech, Sr. Marketing Executive, UPS division - Aug 2005 to Aug 2006

Viem InfoTech, a department of Aircon India & channel partner of EATON POWERWARE UPS (www.powerware.com), (www.airconindia.net).

Roles and Responsibilities:

- Responsible to promote the brand "**Powerware**" as well as to develop the market of Powerware Industrial UPS (uninterrupted power supply) mainly in Kolkata Area.
- Managing the B2B sales and building a strong relationship with the clients.
- Operated in the various location of Kolkata and the outskirts of the city as well.

PERSONAL DETAILS:

- Age: 38 +
- Gender: Male.
- Marital status: Single.
- Interest: Music, travelling, riding bike, sports, Surfing Internet, creating ideas for the start-ups are my passion.
- Language known: English, Hindi & Bengali. Moderate skills in Oriya.

Date:

[KALYAN PRAMANIK]