

Subhrajit Sarkar

Experienced & Result Oriented Sales - Marketing Professional

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- Young, dynamic, highly creative and experienced *sales, marketing and customer service* professional with comprehensive strategic planning and implementation skills with a career track in developing and launching sales and marketing program on a local and national level in leading companies.
 - Culturally Sensitive, excellent common sense and decision-making abilities, self-motivated, organized and hardworking along with in depth understanding of emerging technologies and their commercial application.
 - Seeking a position with higher responsibilities where these skills will add greater value for the growth of the company as well as self-development.
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Skills

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|------------------------------------------------|-------------------------------------------------|
| ● B2B and B2C Sales | ● Sales, market planning & strategy formulation |
| ● Business development/ New market development | ● P & L Management |
| ● Customer servicing, relation and retention | ● Branding and brand management |
| ● Key Account Management | ● Client need and behavior analysis |
| ● End to end Customer life-cycle management | ● Sales, market and competitor analysis |
| ● Strategic planner and quick decision maker | ● Forming strategic alliances |
| ● Critical thinker and problem solver | ● Team building and management |
| | ● Reporting & MIS |
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Professional Experience

upGrad Education Pvt Ltd – KOLKATA – India's leading Ed-tech company in higher education space

Manager Business Development- Zonal Head (East + Central India), 21/09/2021 to present

JOB DESCRIPTION

- Acquisition of new channel partners for both domestic and Study abroad domain in the designated territory/ zone and getting them on-boarded into the system.
 - Identifying suitable locations and developing strategies for penetration.
 - Servicing 200 channel partners through a team of 11 acquisition managers spread across the zone.
 - Cross selling of different top line products through the Channel partners.
 - Handling service partner's issues and escalations.
 - Responsible for P&L of the Dept for the assigned zone.
 - Driving lead generation for specified programs through BTL activities in the zone by tying up with Spencer's and Big Bazar in a Shop in Shop format.
 - Sourcing and hiring of new team members, and building a sustainable, motivated and performance driven team.
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INYT TECHNOLOGIES PVT. LTD (SABSE SASTA DUKAAN) – KOLKATA – India's Fastest Growing E-Pharmacy, dealing in Medicines, Medical devices and CHP

Manager Business Development, 10/10/2020 to 31/03/2021

JOB DESCRIPTION

- Acquiring new locations/ pin codes by developing Franchisee/ service partners across Eastern region.
- Responsible for New market/ location penetration thus increasing company's footprint in Tier2 & Tier3

Cities/towns.

- Identifying suitable locations and developing strategies for penetration.
- Servicing 350 service partners through a team of 5 KAMs/ customer success executives.
- Personally handling 10 biggest accounts of the region and their end to end service matrix.
- Handling service partner's issues, escalations and also guiding them for better product value proposition
- Responsible for P&L of the Dept.
- Developing suitable Go to Market Strategy.
- Suggesting the necessary IT implementation on a regular interval. Developed CRM tool tracking and reporting sales operation activities.
- Driving a team of 6 Asst Manager, 3 Team Leaders and 17 Executives.

ACHIEVEMENT

- Opened 156 Franchises in 4 Months across Eastern region.
- 120% revenue growth in 4 Months.
- Reduce service issues by 36% within 3 months.
- Stated operation in Odisha and Bihar.
- Setup the quality team for better call monitoring and feedback.

RELIANCE JIO INFOCOMM LTD., Shillong/Itanagar/Agartala, IND – *Subsidiary of India's largest private sector company, RIL. Only digital company that provides 4G Telephony, Broadband services and bucket of Digital services in India.*

Mobility Lead (Deputy Manager), 10/08/2015 to 03/10/2020- 5.02 Years

Looking after and heading the Mobility Sales business of the assigned Jio Centre. Managing different distributors and channels for different products and services of the company e.g., Mobile Handset, Jiofi, 4G connectivity, Jio Money & Enterprise.

JOB DESCRIPTION

- Distribution management for different products and services e.g., Handsets, connectivity, Jio money & Enterprise
- Responsible for entire channel sales, management and expansion including new distributor assessment and appointment in line with Company's terms and policies.
- Responsible for new product launch and guiding the Marcom team on marketing and branding for getting maximum visibility and coverage.
- Handling KEY outlets/accounts and responsible for their target fulfillment.
- Coordinated with the Sales and Product Departments in providing report analysis of trends in customer behavior usage and user experience every month.
- Handling the key enterprise account and getting maximum COCP/ IOIP connection from them as part of Enterprise business policy.
- Spearheading and driving the Jio Money business through appointed distributor and ensuring maximum onboarding of Merchants and Agents also fulfillment of required transaction thorough Jio Money.
- Team Handling and management 4 Asst. Manager, 39 Executive, 35 Direct Sales Exe. 36 FOS.

ACHIEVEMENT

- Helped the management to Set up Jio Offices in Agartala and Shillong along with infrastructure set up and administrative policy implementation
- Successfully launched and introduced Jio as a company and brand in both Agartala and Shillong market. Successfully launched LYF Smartphone+ in Shillong market and capturing 15% market share within 3months of the said launch.
- Introduced Jio Money as a powerful tool for daily transactions with already 100+ merchant on-boarded successfully within one month of introduction.
- Helped to achieve the Itanagar JC as the best branch across NE for consecutive 2 Qtr in Gross Activation

and Jio Phone sale.

- Awarded the Best Mobility Lead across 13 JCs' of NE in QTR 2 of 2018.
- Helped to achieve the Agartala JC as the best JC across NE for Q4 of 2018-19 and Q2 of H2 of 2019 in Gross activation and Jio Phone Sale.
- Successfully launched Jio MNP, Postpaid+ and Jio Fiber in Agartala Market

REDINGTON INDIA LTD., Kolkata/ NESA, IND – *Leading Supply Chain Management Company of the country.*

Channel Sales Manager, 3/2014 to 5/8/2015- 1.2 Years

Looking after the entire distribution channel management for Apple product in the assigned territory. Managing distributors for Primary sales, dealers and promoters to enhance secondary and tertiary sale.

JOB DESCRIPTION

- Distribution management of Kolkata/ ROB and Jharkhand.
- Managing 4 distributors of assigned territory.
- Responsible for Primary sale, secondary sale, tertiary sale and activations through 4 FOS & 35 promoters
- Managing SKU wise monthly placement of handsets at dealers point in the area
- Market mapping, new market penetration, competitor analysis & sales trend analysis

ACHIEVEMENT

- Awarded Best Sales person- PAN INDIA for the 2nd Quarter'14 at recently held conference in Dubai.

RESEARCH IN MOTION (OFF-ROLE), Kolkata, IND – *Multimillion-dollar Company, selling high-end mobile handsets (Blackberry).*

Regional Sales Support Executive (ASM Grade)-East, 11/2011 to 03/2014- 2.5 Years

Managing backend sales function of the region by analyzing overall market scenario in terms of primary, secondary and tertiary sale. Responsible for distributor's sales enhancement by maintaining market hygiene, auditing and infiltration management.

JOB DESCRIPTION

- Distribution management and sales enhancement
- Market mapping, identifying potential markets. Segmentation and targeting end users for overall business growth.
- Identifying and developing new/alternate channels for wider market presence
- Sales & market planning, sales support and trend analysis
- Tertiary sell through promoters
- Auditing and infiltration management to maintain better and healthy hygiene.
- Training coordination of all the FOS, RDS, and other partners
- MIS & reporting

SAMSUNG INDIA ELECTRONICS PVT LTD., NEW DELHI, IND – *Global Leader in handset manufacturing and distribution.*

DSE-Distribution and Sales Enhancement (Senior Executive, Manpower Payroll)-New Delhi,

01/2010 to 10/2011- **1.10 Years**

- Auditing and infiltration management to maintain better and healthy market hygiene.
- Working closely with frontline sales personnel to gather market intelligence, brand behavior.
- Sales support and analysis.
- Stock planning and SKU wise movement analysis
- Training coordination of all the promoters, FOS and channel partner.
- MIS and reporting for senior management review and strategy formulation.

NIK-NISH RETAIL LTD., Kolkata, IND – *Leading life-style Retail Company of the country.*

Assistant Manager Sales and Marketing, 5/2008 to 9/2009- 1.5 Years

Developed and launched different ATL & BTL activities for the company, coordinated special events and launched web based and in store product promotions.

ACHIEVEMENT

- Formed strategic alliances with Big Bazaar and successfully opened 5 shop-in-shop outlets with 3 months.
- Successfully formulated and implemented different consumer promo programs and also developed membership cards for the customers.
- Successfully organized 3 special events in association with radio mirchi which had substantially increased
- company's targeted customer base.

AMRIT FEEDS LTD, Kolkata, IND – *Leading Poultry feeds manufacturer and pioneer in Poultry feed industry.*

Assistant Manager Corporate Marketing & Planning, 4/2007 to 4/2008- 1Year

- Developed and executed action plans for increased market share and profitability. Employed numerous marketing research initiatives to support brand positioning, pricing and marketing communication effort.
- Create and launch all consumer and retail promotions, co-promotions, corporate sponsorship, marketing collateral, advertising efforts and media relations.

ACHIEVEMENT

- Increased company's dealer base by 33% within 4 months which had increased the net ROI by 20% in South Bengal market.
- Promoted to Assistant Manager within a span of 5 months.
- Worked and successfully developed All India Annual Sales plan and subsequent marketing effort to meet the desired result.
- Spearheaded and worked on different diverse projects of the company as a part of their future plan which is itself a brand in recent times.

Technology

Software: Office (Word, Access, Excel, PowerPoint), Tally, JAVA

Social Networking: Twitter, LinkedIn, Facebook, My Space, Google Plus

Education

KIIT UNIVERSITY, Bhubaneswar, Orissa,
IND. MBA (Marketing-Full Time), 2005-
2007

- Major: Marketing
- Minor: Finance

BURDWAN UNIVERSITY, Asansol, West Bengal,
IND. Bachelor of Commerce, 6/2004