**SABITABRATO DAS**

**Contac0**8919307686/6303671003**~E-Mail** sabitabrato042@gmail.com.

**JOB OBJECTIVE-**Vision-oriented Leader, with a proven record of achievement in conceiving & implementing ideas that have added value to Business; targeting assignments in **Market Research , Sales & Marketing, Channel Management and Store management, Business Intelligence & Consulting** with an organization of repute with a leading organization of repute

**PROFILE SUMMARY**

* Offering a diverse & impressive career of **nearly 10 years** in **Business Development, Sales & Marketing, Market Research, Analytics & Consulting,** **Sales Strategy** ,**Managing proposals submissions & bids**, **Entrepreneurship Experience and Hands-on with P&L responsibilities.**
* Expertise in executing, planning, implementing & evaluating end-to-end **B2B and B2C space Team development Projects**.
* Proven high level of **negotiation/influencing skills in cross selling to corporate superannuation clients.**
* Participate **in strategy reviews (Information technology service, industry analysis, profit pools generation, competitive analysis) of local markets**.
* Expertise in **primary research and analysis, client briefing, proposal writing, research designing, questionnaire designing, field survey, face-face in-depth interview, quantitative and qualitative analysis, report writing, presentation and consulting.**
* **Possesses excellent interpersonal, analytical and negotiation skills**, with a capability to utilize process-oriented approach towards the accomplishment of cost, profit, service and organizational goals
* Drives continuous improvement to customer satisfaction through the effective management of **the customer service function**.
* Successfully **Managed Consulting and Service Management Engagements with Clients like Vote consulting, Wishmart.us, Floracake.in, Precision-camera.com, Enivox.in, Weeklywoo.com, Halchalguru.in.**
* Rich experience in Domains of **Manufacturing, Pharmaceuticals, SME, Retail, Real Estate, Service Industry and Information technology Industry**.
* Hands-on experience in **conducting SWOT analysis, PEST analysis, porters five force analysis, magic quadrant analysis & Trend analysis.**
* Achievement-oriented professional who leverages key insights & team approach to **drive organizational improvements & implementation of best practices while ensuring ROI of overall efforts of organization.**

**CORE COMPETENCIES**

* Carrying out complete operations for increasing sales growth by formulating business plans to market a wide range of products and achieve targets
* Analysing latest trends & customer behaviour, conducting competitor analysis and gathering market intelligence
* Developing financially strong & reliable channel partners for deeper market penetration and providing training to them for ensuring quality performance
* Managing customer centric operations and ensuring satisfaction by achieving delivery & service quality norms
* Creating & sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst the team members
* Building strategic relationships with key suppliers, achieving aggressive targets in terms of cost, quality and delivery
* Understanding & aligning the expectation of stakeholders and reporting in matrix organization structure
* Taking initiatives to improve process & system by identifying system & process gaps

**ORGANIZATIONAL EXPERIENCE**

**Unicraveglobal Technologies, Hyderabad as a Business development manager March19-Present**

**Responsibilities:**

* Develop new customer development strategies to capture market channels and increase client penetration.
* Implement and execute marketing activities to increase branding and recognition programmes.
* Build corporate relationships with customers and industry association.
* Suggest improvements in business strategies based on customer feedback mechanism.
* Expanded business development aligned to overall company goal.
* Supervise team of account executive.
* Defining scope of project/opportunities, estimating efforts and project timeline through budgeting and financial due diligence exercise
* Liaising with stakeholders, customers to stay abreast of industry or business trends; synthesizing current business intelligence or trend data to support recommendations for action
* Understanding business need and designing a road map for further development; mapping business requirements (As-Is & To-Be Analysis) and GAP Analysis; assessing need and preparing business processes for the organization
* Analysing company performances, conducting trend analysis and using various business tools to assist the critical decision making process
* Preparing and presenting research / industry reports comprising of industrial trends, industry information; interpreting the result of research studies and providing recommendations
* Evaluated and analysed all potential business/partnership opportunities for the group locally & internationally
* Formulated business case value proposition and advised on need of M&A; conducted detailed research on buyer and seller companies.
* Led research and assimilation of market related information (PEST and SWOT analysis); estimated market sizes, forecasting and contribute high-level analyses.

**Avid data science services LLP, Hyderabad as a Marketing analyst Oct18- Feb19**

**Responsibilities:**

* Managed research consultants on project planning, briefing, research and finalization checks; led key accounts and execute strategic objectives for custom research clients.
* Ensured delivery of high-quality analysis in the form of written business information reports; front-led negotiation to close the deal and draw in resources from within the company.
* Administered product listings, pricing and competitive offerings analysis; achieved and exceed sales target in line with business growth plans.
* Identified new areas and locations for expansion of business service; generated sales reports and conducted researches on anticipating competition & market trends. Consumer analysis based on exploring consumer demand.
* Developed digital marketing strategies including SEO optimization, Web Analytics, Search Engine Marketing, Social Media Marketing (SMM), Email and Inbound Marketing, Affiliate Marketing, Content Marketing, and Adobe Analytics - Site Catalyst by Using perfect marketing metrics (LTV, CAC, CR).

**Kitchenplus.in, Pune as a Retail store manager Oct13- September18**

**Responsibilities:**

* Manage product listings, pricing and competitive offerings analysis.
* Achieve and exceed sales target in light of our business growth plans.
* Conduct sales reports and researches on anticipating competition and market trends.
* Maintain strong relationships with existing customers.
* Store management and maintain the inventory level.
* Create holistic In-store packages for consumers (visibility solutions, consumer promos & innovative propositions) to drive offtakes at the shop floor.
* Reduced shrink from 1.0% to 0.3% through implementation of improved merchandising and inventory procedures.
* Managing the Operational Requirements and Responsible for driving annual operating plan for the territory while growing in market share.
* Handling stock receiving, customer queries and account related issue.
* Responsible for alignments with stakeholders across multiple functions like Sales, Category marketing, Finance, Supply chain, brand and legal team.
* Go-to-Market: conceptualization of GTM strategy for each launch with thorough detailed market analysis to achieve the business value ambition.

**ICICI Auto Loan Department, Pune as Sales Executive Dec12-July13**

**Responsibilities:**

* Obtain, Process, Analyse and Submit Credit Applications.
* Teamwork with Managers, co-workers and Customers to Determine Finance Program.
* Sold Service Contracts, Insurance, and Aftermarket products.
* Track Sales, Formulate Goals, and Find New Products to Increase Revenue.

**Highlight:**

* Received highest performance rating certificate in consecutive 6 months

**Arvind Ltd., Pune as Team Leader Sep11-Sep12**

Direct day-to-day operations of 20,000 sq. ft. store. Recruit, train, mentor, and manage 10-member team, ensuring continuous delivery of outstanding customer service. Develop and implement strategic merchandising plans to achieve revenue objectives and reduce expenditures.

**Key Result Areas:**

* Exceeded sales and profit goals by up to 8% and 12%, respectively, from first year of opening and in each ensuing year
* Reduced shrink from 1.2% to 0.3% through implementation of improved merchandising and inventory procedures
* Accountable for checking physical and system count reports on quarterly basis
* Handled reconciliation activities involved physical and accounting inventory
* Prepared audit report of specific department

**Highlight:**

* Received highest performance rating certificate in 2011

**Shoppers Stop Ltd., Delhi as Floor Team Leader Aug10-Sep11**

Assisted customers in selecting merchandise, answering questions, and quickly resolving concerns. Participated in ongoing training and customer care clinics. Coached and mentored new associates in sales strategies and internal policies.

**Key Result Areas:**

* Played key role in boosting profitability by 46% and customer satisfaction rating by 23% within first ten months in position.
* Supervised a team & motivated them to achieve sales targets through drives like: Dangle a Carrot, Competition Creation, and Do It for the Team, etc.
* Evaluated current manpower inventory through following ways:
* Type of organization
* Number of departments
* Number and quantity of such departments
* Employees in these work units
* Provided training to staffs
* Looked after stock receiving, inventory control, logistics and accounts related issues
* Carried out marketing related activities such as distribution of brochures & pamphlet, display of signage and boards in catchment areas, promotions / offers, etc.
* Accountable for distributing gift voucher to customers for promotion purpose
* Arranged various events like Drawing Competition for children, Quiz Contest related to fashion and ‘Playing the Lottery Game to increase the sales

**ANOTHER ACCOLADE**

* Acted as Senior Diplomat in Fine Art

**EDUCATION**

2011 MBA (Marketing & Retail Management) from Institute of Management & Information Science (IMIS), Bhubaneswar, Orissa

2008 B.Com. From Indira College of Management, Pune University

2004 12th from Mrs K.M.P.M Inter College Jharkhand Board

2002 10th from R.D. Tata high school, Jharkhand Academic Council

**IT SKILLS**

* Well versed with MS Office and Windows XP
* Advanced excel
* Dashboard making
* Digital marketing certificate from Google.

**PERSONAL DETAILS**

Address Landmark apartment, flat no 211, Kapra, jai jawan colony, Hyderabad-500062

Languages Known: Hindi, English, Bengali and Spanish (beginner).

**DECLARATION**

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

Place: Hyderabad

Date:                                                                                                      (**Sabitabrato Das)**