



## SNEHASISH DUTTA

### CONTACT



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### EDUCATION

PGPM  
2013 -2015 | ICFAI/ IBS, Gurgaon

Bachelor of Hotel Management and Catering Technology  
2011 – 2013 / Institute of Hotel Management and Catering  
Technology Kolkata

Higher Secondary  
2008 | Raisina Sr. Sec. School Mandir marg

Secondary  
2005 | AVB Public school New Delhi

### TECHNICAL EXPERTISE

- Digital Marketing
- Sales and Marketing
- Google analytics
- Google trends
- HTML and CSS
- Business Strategy Development
- Email Marketing – Copywriting / E-newsletter / Blogging
- Social Media Marketing Tools - Facebook /Instagram Canva / Zoho Social
- Reporting and Analytic tools like -Google Analytics/ Google Trends
- Search Engine Optimization (SEO)– both offsite and onsite
- Pay per Click (PPC)
- Microsoft Office Suite/ PowerPoint/ Excel and Google Docs
- SWOT Analysis.
- Market Research-Primary and secondary

### EXECUTIVE SUMMARY

An accomplished Sales & Marketing Professional with diverse experience in Sales such as Sales, Relationship Management, Contact Center Operations Management, and Learning & Development in B2B and B2C environments in various industries such as B2B, B2C, IT Sales, Retail and Hospitality.

Strong bias to action and the ability to prioritize – the ability to use hard data and metrics to back up convenience and customer segment recommendations

Primarily work in market research, trying to discover target areas that help drive operational and creative strategies in a company. Consumer insights are used in various divisions of a company, from product development to customer service.

Creating budget plans for various brands and ensuring smooth execution of brand plans within the budgetary framework while ensuring adherence to brand guidelines.

### EMPLOYMENT DETAILS

#### SENIOR SALES MANAGER BIZZRUN EXIM NOIDA, (Start Up) INDIA | MAY 2020 – TILL NOW

##### Key Accountabilities

- Social media marketing designs social media posts and campaigns for effective communication.
- Create marketing collateral such as pitch decks, brochures, case studies, website materials, and more.
- Budgeting & developing competitive pricing strategies and ensuring follow up with customer and satisfaction
- Risk assessment and management
- Marketing strategies develop and execute marketing strategies across all platforms like website, email, social media handles etc.
- Design social media posts and campaigns for effective communication.
- Track the effectiveness of campaigns and report progress on a regular basis.
- Email marketing design and send email campaigns.
- Marketing research conducts market research and analysis to identify new potential markets.
- Search Engine Optimization (SEO) maintains website content and updates it from time to time using SEO
- IT solution and Sales – AWS, Azure, ERP implementation.
- Primary and secondary Market research.
- Risk assessment and management.

#### SENIOR TERRITORY MANAGER ONLINE SALES TRADEINDIA.COM. | NOIDA, INDIA | OCTOBER 2018 – MAY 2020

##### Key Accountabilities

- Handling a team of 8-10 sales professionals.
- Ensuring 100 % target achievement.
- Acquiring new Potential Customers.
- IT Sales
- Resolving service-related queries of the customer.
- Direct prospects to the field sales team when needed.
- Enter and update customer information in the database.
- Resolve customer grievances.
- Go the extra mile to meet sales quota and facilitate future sales.
- Keep records of calls and sales and note useful information.
- Giving Training to the team members.

## CERTIFICATIONS

- Google Digital Marketing Certification
- Google ads

## AWARDS

- The Iron pillar of Bizzrun

### SENIOR MARKETING EXECUTIVE

TRAVEL FOOD SERVICES IGI AIRPORT | NEW DELHI, INDIA | MARCH 2015 - AUG 2018

#### Key Accountabilities

##### CUSTOMER SERVICE

- Communicates effectively with guests, clients, government
- Officials and other important individuals to ensure satisfaction in service and product.

##### BUSINESS MANAGEMENT & ADMINISTRATIVE RESPONSIBILITIES

- Reads and understands the monthly Profit and Loss Report and monitors controllable costs through these reports.
- Participates in the annual goal setting for the outlet, the business plan and marketing plan.
- Recommends corrective actions for unfavorable variances in budget commitments.
- Prepares effective duty roster to ensure sufficiency of manpower in accordance to volume of business.
- Communicates effectively with guests, subordinates, immediate superior and other section heads.
- Prepares daily cover count and revenue report for the outlet.

##### MARKETING

- Assists in establishing objectives and strategies in the annual F&B Marketing Plan, conceptualizes Promotions for the outlets, including the successful implementation.
- Ensures truth in advertising.
- Branding of the outlets.
- Planning below the line activities.

### ASSISTANT SALES EXECUTIVE

US POLO ASS | NEW DELHI, INDIA | MARCH 2011 - AUGUST 2012

#### Key Accountabilities

- Welcomes customers by greeting them; offering them assistance.
- Directs customers by escorting them to racks and counters; suggesting items.
- Advises customers by providing information on products.
- Helps customer make selections by building customer confidence; offering suggestions and opinions.
- Documents sale by creating or updating customer profile records.
- Processes payments by totaling purchases; processing checks, cash, and store or other credit cards.
- Keeps clientele informed by notifying them of preferred customer sales and future merchandise of potential interest.
- Contributes to team effort by accomplishing related results as needed.
- Handling Accounts of the store.
- Managing warehouse and inventory management.

## INTERNSHIP EXPERIENCE

### MARKETING TRAINEE | INTERNSHIP

TATA MOTORS | GURGAON, INDIA | MARCH 2014 - AUGUST 2014

- Undertook and compiled detailed research from both primary and secondary sources to understand the sports utility market in India
- Took initiative for development of marketing strategies for new dealerships across National Capital Region, India.
- Conducted training for sales executives with respect to pitching of the product. ▪ Converting lost customers into prospects.

### MARKETING TRAINEE

SHANGRI-LA HOTEL | GURGAON, INDIA | NOVEMBER 2009 TO MARCH 2010

- Underwent extensive training with respect to all the aspects of hotel operation.
- Worked closely with the senior staff to acquire practical skills of management.
- Increased client satisfaction by providing customer service and support at first point.