



CV Inscrito desde InfoJobs

Marketing | Customer Success | Corporate Sales

Spain

Authorized to work in Spain (Visa sponsorship not required)

CAREER SUMMARY

Dynamic sales and marketing professional with over 12 years of experience in B2B Marketing, Key Account Management, and Customer Success. Proven ability to build strong relationships, drive product usage, and ensure customer satisfaction. Skilled in client retention through effective onboarding, training, and upselling and cross-selling. Committed to delivering value and helping customers achieve their goals.

EXPERIENCES

Marketing & Communications Specialist

PGS Entertainment

Jan 2022 – Jun 2024

Madrid, Spain

- Led targeted marketing campaigns such as emails, blogs, press releases, and social media posts and analyzed performance metrics to provide actionable insights.
- Enhanced brand presentations, and updated company website.
- Oversaw trade show participation, and coordinated with internal and external stakeholders to ensure successful collaborations.

Customer Relationship Specialist

PGS Entertainment

Nov 2021 – Jan 2022

Madrid, Spain

- Maintained and prepared reports on sales activities, client meetings, and pipeline opportunities.
- Managed calendars, scheduled meetings, and provided administrative support.
- Cultivated strong relationships with clients and partners, to address their requests, ensuring high level of service quality.
- Coordinated with the marketing team on sales presentations and materials to support team objectives.

Manager - Media Sales

The Times of India Group

Sep 2016 – Nov 2021

Kolkata, India

- Developed and implemented customized media solutions to enhance client communication strategies.
- Achieved consistent YoY revenue growth through strategic business initiatives and built strong relationships with operational clients.
- Successfully planned and executed flagship events, securing sponsorship deals.
- Coordinated with the editorial and design teams and with external stakeholders like advertising agencies and PR firms, to ensure seamless project execution.

Business Manager - Key Account Management

Info Edge India Ltd

Jun 2010 - Sep 2016

Kolkata, India

- Managed B2B key accounts for a SaaS HR company, focusing on client relationships and driving revenue growth through successful renewals.
- Ensured high client satisfaction by delivering exceptional service and maximizing revenue through effective upselling and cross-selling.
- Conducted client training sessions to enhance product adoption and optimize client success.

EDUCATION

Post Graduate in Business Management - Marketing

International School of Business & Media, India

2008 – 2010

Bachelor in Arts - English Literature

University of Calcutta, India

2005 – 2008

ACHIEVEMENTS

- Improved engagement rate of marketing campaigns by 20% and social media reach by 90% in 2023.
- Top contributor to new client acquisition & event sponsorship (The Times of India Group).
- Achieved 60% revenue growth from managed accounts and 50% revenue growth from new clients (The Times of India Group).
- Excellence in New Product Sales and Salesperson of the Year (Info Edge India Ltd.).

SOFT SKILLS

- Customer Relationship Management
- Key Account Management
- B2B Marketing
- Customer Success
- Project Management
- Cross-functional Collaboration
- Strong Communication

HARD SKILLS

- Salesforce
- MS Office
- Pardot
- Asana
- Hubspot
- MS Navision

CERTIFICATION

- Atlassian (Jira, Confluence & Trello)
- Adobe Photoshop
- Google Analytics
- Digital Marketing
- Content Marketing

LANGUAGES

- English (Native)
- Spanish
- Hindi
- Bengali





