

**DEBRANJAN BHOWAL**

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**SALES CUM MARKETING PROFESSIONAL**

Seeking challenging assignments with a reputed organization recognizing my true potential and providing sufficient avenues for professional growth nurturing technical skills and competencies

**CAREER HIGHLIGHTS**

- A qualified **PG Diploma in Business management in Marketing** with an interest and knowledge in **Sales & Marketing, Channel Management, Client Relationship Management, Competitor Analysis, Product Promotion, Market Research**, etc.
  - Adept at formulating & implementing strategies to track market dynamics, and drawing inputs to realign tactics/strategies to counter competition and gain fresh business while retaining key clients and also mapping their requirements and providing them best solutions in terms of products and services
  - Enriched with the ability to learn new concepts & technology within a short span of times
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**PROFESSIONAL EXPERIENCE****Future Generali India Life Insurance Company Limited**

**May 2015 -July 2015: Certified Financial Planning Consultant**

**Job role**

- Educate the Customer about the product
  - Developing business for the organization by offering customized solutions to every financial need of the customer
  - Lead Generation activity for the organization
  - Cold calling to arrange meetings with potential customers to prospect for new business
  - Close the leads assigned by the call center team
  - Servicing and Collection of Renewals from the existing customers
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**EDUCATIONAL CREDENTIALS**

- **PG Diploma in Business Management, 2015;** Praxis Business School, Kolkata, West Bengal, Specialization in Marketing with a CGPA of 4.21/8
  - **B.COM (Honours), 2013;** Vivekananda College, Calcutta University, Kolkata with 52.11%
  - **12<sup>th</sup>, 2010;** M.P Birla Foundation H.S School, Kolkata, West Bengal from the board of CISCE with 78.25%
  - **10<sup>th</sup>, 2008;** M.P Birla Foundation H.S School, Kolkata, West Bengal from the board of CISCE with 82.40%
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**Key Skills**

- Business Development and Strategies
- Vendor Management
- Channel Management
- Negotiation and Communication
- Team Management

- Market Research
- Marketing Strategies

## IT SKILLS

- Using Internet for research and official communication
- Proficient with MS Office

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## SUMMER INTERNSHIP

**Organization:** Universal Infra & Agri Oils (P) Ltd

**Industry:** FMCG

**Duration:** 60 Days (April 2014 to May 2014)

### Summary:

- Understanding the demographics and geography of the Odisha market
- Finding out the key outlets in an area which are untapped and the corresponding reasons
- Understanding the promotional requirements and propose for the same
- Examined the viability of EBO's for Universal Infra & Agri Oils (P) Ltd
- Designing activation activities and Media Planning for Universal Infra & Agri Oils (P) Ltd
- Examined the potential for Universal Infra & Agri Oils (P) Ltd in the B2B market

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## ACADEMIC PROJECTS

- Prepared Brand dossier on "**Colgate**" to analyze customer buying behavior and competition
- Prepared category identification, segmentation for the potato wafers and found out the leading brands in each segments. Prepared a SWOT analysis for the brand "**Lays**", based on which prepared recommendations to expand its portfolio.
- Designed a retail business plan (Sport's Accessories and Sport's Bar) based on the Pentagon & Triangle model and developed the store EBIDTA model based on the current and expected competitions.
- Prepared Distribution dossier on "**The Hindu**" to analyze their channel design, channel member and field force management, also find out the various variables affecting the distribution of The Hindu.
- Live project with **Spencer's Retail** to understand the operations of the store.

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## EXTRA CURRICULAR ACTIITIES

- 2<sup>nd</sup> Runner up in ICICI stock mind 2013 college round
- Participated in Indian Navy Mini Marathon
- Played Football in inter-school and inter-college tournaments
- Participated and won track events at school and college level
- Participated for creating awareness and assistance in raising funds for HelpAge India

## HOBBIES & INTERESTS

- Playing football
- Socializing
- Biking
- Listening to music
- Fish Keeping
- Drawing

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## PERSONAL DETAILS

**Date of birth** : 9<sup>th</sup> September 1990  
**Languages known :** English, Hindi & Bengali  
**Address** : 38/3 Sisir Bagan Road, Behala, Kolkata 700034