

Shashwat (Shiv) Datta

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QUALIFICATION SUMMARY

A highly motivated M.B.A graduate experienced in Sales & Marketing and Business Development with corresponding expertise in Public Relations, Digital Marketing and Brand Communications and exceptional professional skills in partnership building and client interactions.

SKILL SUMMARY

- Ensuring that all customers receive excellent service through direct salesmanship, prompt and courteous service.
- Assisting customers with questions, needs and purchases.
- Cultivating successful relationships with retail customers.
- Completing each transaction in a quick and efficient manner.
- Knowledge of sales techniques and best business practices.
- Able to work in fast paced environment.
- Quick learner with the ability to learn new processes.

EDUCATIONAL QUALIFICATIONS

- M.B.A in Communication Management, Specializing in Public Relations from Symbiosis Institute of Media and Communication (SIMC), Pune, India in 2019.
- B.B.A Specializing in Retail Management, Jaipur National University, Jaipur, India in 2016.
- Presently Pursuing M.A. Psychology by distance learning program.
- Pursing Project Management course from NAIT (Polytechnic)

INSIDE SALES WORK EXPERIENCE

Magma North America : Welding Supplies Distributor : Edmonton, Alberta **Customer Service Intern** **July 2021-December 2021**

Linde Canada Inc : Regina, Saskatchewan **Inside Sales Representative** **November 2023 – June 2024**

- Managed customer's questions regarding products, prices & availability.
- Managed incoming calls and assist with enquiries.
- Warehouse management, stocked products in proper bin location in the warehouse.
- Assisted with Shipping & receiving duties, prepared invoices and packing slips for deliveries.
- Serviced welding supply customers counter sales, phone and email orders.
- Advised customers on product related queries and questions.
- Assisted with inventory management for tracking, organizing and ordering of welding consumables.
- Warehouse management, receiving and organizing warehouse space.
- Managed shipping and receiving duties, prepared packages for shipment, coordinate for pick up & courier services for prompt deliveries to the customers.

- Used Software's such as Salesforce, Oracle JDE and MS Office Suite to suffice the aforementioned.
- Certified Forklift Operator.

BUSINESS DEVELOPMENT WORK EXPERIENCE

Touchdown Gurus, India

Business Development Intern

May,2018-July,2018

- Conducted in-depth competitor analysis and research on target markets to create brand messaging that resonates with the customer base.
- Lead creation, planning and facilitation of "Clean Air India Initiative and "Blockchain Unplugged" events, witnessing participation of over 200 people respectively.
- Organized logistics of event preparation, including location scouting, stage design, venue decor, and program implementation.
- Conducted market research for existing and potential clients (Fig, Slush, GITR Get in the ring foundation) to design effective communication strategies.
- Designed brochures, webpages, posters, print material for events and advertising campaigns.

**Manning, Lee
and Selvage,
India**

Consumer Team Intern

Apr,2017-Jun,2017

- Supported the development, implementation and execution of strategic marketing plans for brand awareness and outreach.
- Managed all areas of events, from pre-planning, through the event day, and post-event activities including marketing material, press releases for clients including Nissan.
- Conducted in-depth product research to design effective social media and advertising strategies for brand engagement. (BenQ Zowie Gaming Monitors)
- Designed newsletters, press release, media advisories, coverage reports and communications portfolio creation for clients (Star Plus, Parryware and Xiaomi and CNN News 18)

RETAIL/CUSTOMER SERVICE WORK EXPERIENCE

- **Harry Rosen;** Sales Associate: December 2022- March 2023
- **Home Depot;** Hardware Sales Associate: March 2022-July 2022
- **Jack & Jones;** Sales Associate: November 2021- Feb 2022
- **Home Depot;** Hardware Associate: April 2021- July 2021
- **McDonalds;** Cashier: January 2012-March 2012
- **Fossil;** Brand Associate: August 2014-November 2014

COMPUTER PROCIFIENCIES

- Proficient in Windows, Microsoft Office Word and Excel, Internet & E mail applications.
- Intermediate skills in Quark Express software used for designing and editing newspapers.
- Intermediate skills in Photoshop.