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KALPADRUMA DAS PARIJA

OBJECTIVE

An individual who is enthusiastic, self-motivated, sincere and optimistic. Ability to work using own initiative and can work well under pressure as part of a team to meet targets and deadlines.

SKILLSETS & ACHEIVEMENTS

- Business Development, Organization Behavior and Sales
- Digital media operations using Google AdWords.
- Generated revenue of **1.75Crore** in pandemic hit market.
- Effective IT knowledge including Microsoft Office packages (M.SWord, MS-Excel, and Power Point), Internet, E-mail, and Accounting Packages (Tally).

AKASH BYJU'S, SAMBALPUR

Branch Head

- Achieve the Branch Targets. To plan various marketing activities within assigned region.
- Champion entire student cycle: Prospecting, Counseling, Admission, Orientation, Support.
- Meets the Principals, Coordinators and management Personnel of schools for Business generation.
- Conducting Seminars in schools, open seminars in town, Residential Apartments (Townships) and Corporate.
- Ensuring Daily Sales Activity Governance & Admission Management in Branch.
- Educate Team about bouquet of product portfolio and other complimentary services.
- Identifying new market segments and tapping profitable business opportunities in B2B & B2C segment.
- Constant Education and Product Knowledge checking of Sales & Ops employees to keep them abreast of the latest developments in the sector & within the Company.
- Manage End to End Branch Operations Process & Liaison with relevant Stake Holders.



January 2023 - Current

UNACADEMY, BENGALURU

Senior Manager, SALES

- Handling designated team & Meeting monthly team sales target.
- Monitoring team members core activities to achieve team target.
- Schedule sales activity.
- Ensure customer service satisfaction and good client relationships.
- Monitor and report on sales activities and follow up for team members & management.
- Create an inspiring team environment
- Monitor team performance and report on metrics.



June 2021-Nov 2022

TOPPR, BHUBANESWAR

Senior Manager SALES (Acting AGM)



Aug 2020-June 2021

- Promoted to new role as Senior Manager Sales
- Managing the operation and sales of the Business Unit with a team of 50 senior academic consultants.
- Create and execute strategies, like territory optimization, lead generation, hiring.
- Managing org structure keeping the BU on track for MoM growth.
- Interact with top management on a daily basis to showcase territory growth results.
- Sole responsible for the overall growth (revenue, operation and human resource)
- Approached decision makers for government institutions to introduce supportive **EdTech** materials and parallel curriculum.

TOPPR, BHUBANESWAR

Team Manager –SALES



May 2019-Aug 2020

- Provide the team with a vision and objectives to the team with 15 senior academic consultants.
- Manage key performance indicators
- Set the monthly, weekly, daily targets for the team and ensure that targets are achieved
- Maintain the sales report of the team
- Needs to own hiring, firing and deliverables of at least 10 education counselors
- Motivating and monitoring team to achieve and exceed targets
- Design and develop business models
- Conducting weekly reviews for performance and training
- Identifying the areas of improvements & KPI-s
- Involved in a lot of calling on phone for negotiation and objection handling
- Constantly looking out for new revenue sources for the organization.
- Revenue generated **75lacs** approx.

PROHR SOLUTIONS, BBSR

Manager- Business Development



Sep 2010-Oct 2017

- Generating business & leads for the organization
- Presentation to Corporate clients like Education sectors/Architects/Corporate House/PSUs/ Private sectors.
- Negotiation of deals and creating pipelines
- Looking after the sales and revenue generation of the company.
- Team Leading

AAPS (ARYAN ACCOUNTS PLACEMENT SERVICE)



Aryan HRD Solutions Pvt. Ltd.

Business Development Executive

Mar 2010-Sept 2010

- Marketing & advertising in different colleges and institutions all over Orissa.
- Liaising with the Head of Department of different Institution and Colleges
- Co-ordination with HR department of Employer for recruitment details
- Short listing candidate by doing proper steps such as: Initial Assessment and one-to-one discussion.
- Arranging Interview of the candidates with Employers

PROHR SOLUTIONS, BBSR- EXECUTIVE

Business Development



Feb 2009-March 2010

- Support planning, delivery and evaluation of course programs by providing full administrative support for SoftSkills training
- Identifying Training needs of Institutes in Orissa
- Coordinating Training Programs
- Maintain training systems and computer-based databases to support the training and development function

- Short listing of candidates & arranging Interviews with Employers
- Co-ordination with HR department of Employer for recruitment details
- Short listing of candidates from various Colleges & Institutions as per the requirement of Employer
- Short listing candidate by doing proper steps such as: Initial Assessment and One-to-one discussion
- Arranging Interview of the candidates with Employers

DM ASSOCIATE, BBSR (VODAFONE ESSAR SPECTACLE LTD)

SALES EXECUTIVE

- Responsible for achieving target of new postpaid connections
- Updating Credit Limit of customers
- Reporting and detail profiling of customers
- Reporting within the TAT
- Tele calling (postpaid bill plan)
- Handling queries.



March 2008-March 2009

ICICI PRUDENTIAL, CUTTACK

INSURANCE ADVISOR

- Doing outreach to find out customers and give them detailed information about the company and the positive outcomes of the policy to become a target customer
- Aware the target customers about various products
- Convert the prospects into customers
- Dealing with difficult customers and solve their queries



June 2006-March 2008

EDUCATION

- Bachelor in Business Administration-2003-2006 from Ravenshaw University Odisha.
- C.H.S.E on year of 2003 from.
- B.J.M Collage, Cuttack, Odisha.
- H.S.C on the year of 2000 from R.C High School

COMPUTER SKILLS

Diploma in Computer Application, OCA, Cuttack

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