

SUBHANKAR SAHA

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## CAREER OBJECTIVE

**To join an interactive organization that offers me a constructive workplace for communicating and interacting with customers and people.**

## SYNOPSIS

- Currently associated with Getit Grocery Pvt. Ltd as a Marketing Executive.
- Previously worked with Anmol Biscuits Pvt. Ltd. as a Brand Officer & Sales Executive under Nestle Distributor.
- MBA (Marketing specialization) from Bhavans Institute of Management Science (BIMS) B School, Kolkata, with DGPA 6.41.
- I have 3 years experience in promotion & sales.
- Gained organizational exposure during summer training with SUDHA DAIRY, Delhi.

GETIT GROCERY PVT. LTD.

Marketing Executive

September 2015 to Present Day

- **Brands Handling:**
  - Designing Marketing campaign for the Product by taking care of Target Segment of company, positioning strategy and Market scope.
  - Planning and executing BTL activities as per the guidelines of annual brand plan to generate maximum recall among the prospective and current users.
- **Agency Management:**
  - Liaising with the agency on briefs, build successful agency – team relationship, judging creative ideas / concepts & evaluating the communication effectiveness.
- **MIS & Research:**
  - Analyze the complete sales data to identify Key Hubs for Marketing Promotional needs and present the Weekly and Monthly reports to Top Management which helps them to understand market trend.
- **Events & Activation, BTL:**
  - Excellent knowledge and links in Outdoor Promotion like Hoardings, Auto backs, Pole kiosks etc.

- **Brands Handling:**
  - Designing Marketing campaign for entire Product Range by taking care of Target Segment of company, positioning strategy and Market scope.
  - Planning and executing BTL activities as per the guidelines of annual brand plan to generate maximum recall among the prospective and current users.
- **Agency Management:**
  - Liaising with the agency on briefs, build successful agency – team relationship, judging creative ideas / concepts & evaluating the communication effectiveness.
- **New Product Development:**
  - Working on New Product Development to cater to need gaps in the market - leveraging Brand Equity to win the consumer confidence.
  - Preparation of complete market launch timeline plan for new product including communication concept finalization, marketing calendar for a year, introductory offer working, etc.
- **Labeling and Packaging Development:**
  - Preparation of quality and size specifications of packaging and promotional materials in co-ordination with the R & D dept. and packaging development dept. Complete co-ordination with Creative agency, QC, R & D and Legal department for smoother packaging operations.
- **MIS & Research:**
  - Assisting Product Manager in analyzing Branch & market sales data to identify growth opportunities / threats, also coordinating with Sales.
  - Analyze the complete sales data to identify Key Retail Stores for Marketing Promotional needs and present the Weekly and Monthly reports to Top Management which helps them to understand market trend.
- **Events & Activation, BTL:**
  - Exhaustive knowledge and excellent links in Outdoor Promotion like Hoardings, Auto Backs, Pole kiosks, Retails store visibility etc.
  - Complete **Brand Visibility Management** (includes POP materials, POS materials etc.) starting from POP material creation to dispatch it to Key retail outlets.

- **Frontline sales management:**
  - Responsible for reaching the targets and goals set for the area.
  - Responsible for increasing numeric and weighted distribution.
  - Responsible as a coordinating point between a key account customer and the company.
  - Responsible for compilation of competition trends in terms of schemes, MRP's, special offers.

## ACADEMIC ACHIEVEMENTS

Year	Degree/Certificate	Board /University	Institute/ School	DGPA/%
2014	MBA	WBUT	BIMS B School, KOLKATA	6.41
2010	BBA	WBUT	BITM B School, Santiniketan	6.36
2007	XII	T.B.S.E	Kirit Bikram Institution, Tripura	40
2005	X	T.B.S.E	Kirit Bikram Institution, Tripura	50

## SUMMER INTERNSHIP PROJECT

- Title : Assessment of Consumer Perception towards Sudha & switching of consumers from major Brand to Sudha.
- Company : Sudha Dairy (The Bihar State Co-Operative Federation Ltd).
- Duration : 2 months (June - August 2013).

## EXTRA CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- I visited Ashok Leyland & Coca Cola manufacturing unit.
- I took part in Scavenger Hunt & Ad War in "MANAGEREAL 2014" from IISWBM.
- I took part in Fashion Show in my collage Fresher's Party.
- I volunteer in few Blood Donation Camps from my school days.
- Member of local Puja committee and involved in fund raising and organization of local Durga Puja since 2013.

## COMPUTER PROFICIENCY

- Operating Systems : Windows XP,7,8,10
- Programming Skills : MS word, MS Excel & MS power point

## LANGUAGES

- Written : English & Bengali
- Spoken : English ,Bengali & Hindi

## PROFESSIONAL REFERENCES

Name	Organization	Designation	Mobile No	Email ID
Sunny Mukherjee	NJ India Invest Pvt. Ltd.	Zonal HR	9804386137	sunnymukherjee001@yahoo.co.in
Arnab Roy Chowdhary	Steel Mint Infoservices	Asst. Manager (Coal Mint)	9046622602	roychowdhury.arnab975@gmail.com

## PERSONAL DETAILS

- Name : Subhankar Saha
- Date of Birth : 9<sup>th</sup> October' 1988
- Hobbies & Interests : Playing Guitar, Traveling, Playing Cricket
- Languages Known : English, Bengali & Hindi
- Permanent Address : Town Rajarbagh, Udaipur, Tripura -799120
- Nationality : Indian
- Local Address : 486 Rajdanga Main Road, Kasba New Market, Kol-700107

Date :  
Place : EF – 14, 486 Rajdanga Main Road, Kasba New Market, Kol- 700107

Subhankar Saha  
(Signature)