

CHAYAN MAJUMDAR

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OBJECTIVE

Seeking a suitable role in an environment where my skills are optimally utilized for organizational and professional growth

EDUCATION

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| 2007 | Bachelors in Electronic Science from Alpha Arts & Science College, Chennai |
| 2010 | Post Graduate Diploma in Management in Marketing from Park Global School of Business Excellence, Coimbatore |
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EXPERIENCE

ITAG Business Solutions Limited | Marketing Executive | June, 2015 - Present

- Identifying Potential delegates, sponsors and exhibitors for Global IP Convention (GIPC)
- Pitching about the convention to existing and prospective participants (B2B & B2C)
- Determining precise requirements of clients and preparing RFP suited to their needs
- Timely following up with leads and prospects for negotiating and closing deals
- Designing and preparing content for mailers and advertisement
- Responsible for print, digital and social media marketing campaigns
- Coordinating and liaising with media partners for promoting the convention
- Identifying and appointing vendors for conference management, conference stationeries such as delegate badges, lanyards and delegate kits, etc.
- Ensuring accurate branding for sponsors and exhibitors as per agreed terms

SPR & RG Constructions Private Limited | Sales Executive | September 2010 - January 2011

- Attending to walk-in clients and addressing their queries related to the project
 - Making sales presentation in order to convince clients about the suitability of the project
 - Working with the sales team to project, analyse and determine strategies for promotions
 - Visiting trade fairs and exhibitions to promote the project and generate leads
 - Making cold visits and calls to prospective customers for sales pitches
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COMPETENCIES & SELF APPRAISAL

Have excellent relationship building skills and proficiency in delivering intangible services to achieve utmost customer satisfaction. An adept communicator with demonstrated ability to work in a consulting capacity with people at all levels. Have good presentation skills to engage audience. A keen planner with proven abilities in devising strategies to augment business, efficient in analysing, identifying and delivering solutions to critical business problem areas with expertise in organisational skills