

**RAJDEEP GHOSH**

**E-** [razzzdeep@live.com](mailto:razzzdeep@live.com), **M-** 8420148198**, Address:** BTM Layout, Bangalore

A dynamic Sales and Marketing Professional with more than 2.6 years of experience, previously completed MBA – Marketing from IIEST, Shibpur and B. Tech.

Experience:

**Company:** Mist Minds Technologies Private Limited **Duration:** February 2016- Present

**Designation:** Assistant Manager- Marketing (April 2017)  **Place:** Bangalore

Business Executive

**Responsibility:**

**Product:**

* In charge of end to end Sales and Marketing Activities
* Marketing Communication Planning and execution (Digital and Traditional)
* Marketing Budget Planning and approving it from Management

• Campaign planning, execution and measuring the impact (Digital and Traditional)

• Building and Handling a team of Direct Marketing Executives, Sales Promoters, Designer, and Digital Marketing Executive (7 members)

* Handling Creative Agency, Video Agency and Designers
* Working with BTL Agency to Area Specific Product Launch and Brand Activation
* Planning and Execution of Business Expansion
* Assisting in Product Development to improve it
* Trained Direct Marketing Team and Managing KPIs
* Implemented CRM and managing it

**Services:**

* Managing activities related to prospects, opportunities, proposals, orders, coordination, payment follow-up of service business and Introduced CRM practices for better control
* Extensive use of LinkedIn Sales Navigator, UpWork and Online research to identify opportunities
* Handling LinkedIn advertisement and email campaigning to maximize business opportunities
* PR activities for services and product business

**Company:** Focus Softnet Private Limited  **Duration:** April 2015 –October 2015

**Designation:** Software Consultant **Place:** Kolkata

**Responsibility:**

* Understand the work flow of Organization and involved in end to end ERP project sales and implementation process
* Presentation and consultation of ERP software solutions to CXO level
* Co- ordination with cross functional team within India to manage deliverables of project
* Preparing & submitting technical and commercial proposals of project

**Company:** Praxis Automations Private Limited **Duration:** August 2014 – March 2015

**Designation:** Marketing Engineer **Place:** Kolkata

**Responsibility:**

* Managing and interpreting customer requirements and providing right technical solutions in cross functional industrial sector
* Leading a sales team of 3 members; identify and maximize business development opportunities
* Handling promotional and marketing activity, BTL advertising, organizing Trade Fair etc.
* Maintain and develop relationship with existing and new channel partner and corporate clients
* Handle inbound & out bound logistic operation and government compliances

Educational Qualification:

* **MBA – Marketing** from **IIEST, Shibpur** in 2014 with 67.23% marks
* **B. Tech – IT** from Academy of Technology under **W.B.U.T.** in 2012 with 6.67 DGPA

Certification:

**Course Name:** Fundamentals of Inbound Marketing

**Duration:** October 2016- Present (Pursuing)

**Institute:** Hubspot.com (Online)

Projects:

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| **Organization** | **Project** |
| Mist Minds Technologies  August 2016 – September 2016 | Market Research for upcoming Hyper- local mobile application, Managing two field research intern |
| Focus Softnet Pvt. Ltd.  September 2015 - October 2015 | Implementing ERP software (Onsite) including SRS preparation, implementation, training and providing post implementation training and support to client |
| IIEST, Shibpur  January 2014 - May 2014 | Marketing Plan For  “Development of Doctor Information E-Portal” |
| State Bank of India  May 2013-July2013 | Market Research on Poor Recovery of Agri Business |

Skills and Subject of Interest:

**Skills:** Marketing Management, IMC, Market Research, Sales Management, Promotional Activities, Coordination, BTL, Product Marketing, LinkedIn Marketing, Sales Navigator

**Subject of Interest:** Marketing Management, Communication, Branding and Promotion, Ecommerce, Startup, ATL

Computer Proficiency:

**Software Skills:** ERP, CRM, MIS, MS Excel, MS PowerPoint, ZOHO – CRM, Asana, Slack

Extracurricular:

* Organized Blood Donation Camp
* Organized College Annual Fest
* Member of a social welfare and cultural organization

Personal Information:

**Father's Name :** Mr. RabindraNath Ghosh

**Mother’s Name :** Mrs. Swapna Ghosh

**Date of Birth :** 15thSeptember, 1986

**Gender :** Male

**Marital Status :** Single

**Languages Known :** English, Hindi and Bengali

**Hobbies :** Photography, Travelling and Biking

Declaration:

I hereby declare that the above written particulars are true to the best of my knowledge.

**Date:** 3rd July 2017

**Place:** Bangalore **Rajdeep Ghosh**