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**SANJOY DAS**

**Email ID:**[sadhanpara786@gmail.com](mailto:sadhanpara786@gmail.com)**|Contact No.: +91-8642891559/9804973633**

***Seeking competitive assignment witha leading organization of high repute, where I can contribute my potential ability to the organization’s growth & success.***

**Career Summary**

* A forward thinking and much experienced marketing executive, business development executive, possessing drive, ambition and ability.
* Having a broad knowledge of organizing, managing and supporting the day to day activities required for running a organization.
* Having a proven track record of quickly understanding a marketing campaigns mission, vision and objective and then communicating this to potential customers.
* **Technical Skills:**
* MS Office (Word, Excel and Power Point)
* Windows XP/7
* Internet Applications
* Possesses sound communication and presentation skills with abilities in taking initiatives towards achieving organizational goals

**Work Experience**

**Mar”2015-Present**

**PRAN BREVERAGES (INDIA) PVT.LTD**

**Sales Executive**

**Key Deliverables:**

* Primary and secondary sales - FMCG & Agro division.
* Review target market and set objectives for Team.
* Visit the new retailers and convince them for purchase of our product.
* Convince our existing retailer for purchace more product.
* Dealing with complaints and enquiry.
* Assist retailers with marketing activities & responsible for collection of revenue from retailers
* Responsible for maintaining the distribution channel.
* Organising promotional activities for create demand and brand identity

March”2013-Feb’’2015

**DP ENTERPRISE, NADIA,WB.**

**“ Marketing - Executive”**

**Key Deliverables:**

* Primary and secondary sales – FMCG products.
* Visit the new retailers and convince them for purchase of our product.
* Convince our existing retailer for purchace more product.
* Dealing with complaints and enquiry.
* Assist retailers with marketing activities & responsible for collection of revenue from retailers
* Responsible for maintaining the distribution channel.

Oct”08 – april”11

**NEW DAS BIRI COMPANY, NADIA,WB.**

**“ Marketing - Executive”**

**Key Deliverables:**

* Primary and secondary sales – FMCG product.
* Review target market and set objectives for Business development.
* Visit the new retailers and convince them for purchase of our product.
* Convince our existing retailer for purchace more product.
* Dealing with complaints and enquiry.
* Assist retailers with marketing activities & responsible for collection of revenue from retailers
* Responsible for maintaining the distribution channel.

**Internship Program**

**Company : Future Group Ltd.**, Lake Gardens, Kolkata, WB

**Duration :** Dec’11 – Jan’12

**Role :** Marketing Intern

**Responsibilities :**

* + Distribute membership card to the customer after convince them.
  + Maintained the customer service department.
  + Counter Sales Trainee-kids division.

**Company : Indian Express PLC.,** Dalhousie, Kolkata, WB

**Duration :** Jul’11 – Aug’11

**Role :** Marketing Intern

**Responsibilities :**

* + Visited corporate and institute for build up customer awareness about the Indian express brand.
  + Done market survey for this brand.
  + Responsible for sale the Financial Express and Indian Express News Paper at Nadia District.
  + Organised Product branding for customer awarness.

**Scholastics**

**M.B.A -Business Leadership(Marketing)**

**Annamalai University: Oct’13**

**Bachelor in Arts**

**Kalyani University, Kalyani: Apr’08**

**Technical Skill**

* MS Office (Word, Excel and Power Point)
* Windows XP/7
* Internet Applications
* Possesses sound communication and presentation skills with abilities in taking initiatives towards achieving organizational goals

**Personal Dossier**

**Father’s Name : Anuj Das**

**Date of Birth : 19 April 1988**

**Gender :** **Male**

**Category : Gen**

**Alternate Email : sadhanparaoo7@gmail.com**

**Alternate Contact :** +91-**9804973633**

**Marital Status :** **Single**

**Linguistic : English | Hindi | Bengali**

**Address : C/o – Anuj Das, Vill.- Sadhanapara, P.O- Bahirgachhi, P.S- Dhubulia, Dist.- Nadia,Pin Code-741154**

**Declaration**

I hereby confirm that the information given above is true and correct to the best of my knowledge.

**Date:**

**Place:**  **Sanjoy Das**