**SUDIPTO JASH**

Contact: +91-9681696039

E-Mail: sudipto.jash@gmail.com

Scaling new heights of success and leaving a mark of excellence in assignments which involve analytical capabilities and professional growth in **Marketing Operations/Business Generation/Corporate Tie-ups**

**Industry Preference: Advertisement/Media & Entertainment**

**CORE COMPETENCIES PROFILE SUMMARY**

* A result-oriented professional with **nearly 2 years** of experience in Marketing Operations and Business Development

Marketing Operations

Business Development

Revenue Generation

Market Research

Liaison & Coordination

Corporate Promotional Events

Client Relationship Management

Campaign Management

* Currently associated with **Medica Superspecialty Hospital, Kolkata as Marketing Associate**
* Experienced in strengthening the relationship with the existing clients and building new clients through effective interactions and regular follow-up
* Possess knowledge on ERP (HRMS- related different administrative work like billing, requisition, Data Analysis)
* Competent in implementing effective solutions to the client’s needs, with an aim to improve client contentment and consequently client loyalty, repeat and referral business
* Possess strong communication, customer orientation, business development and interpersonal skills

**ORGANISATIONAL EXPERIENCE**

**Medica Superspecialty Hospital, Kolkata as Jr. Executive Marketing (Mar’14 – Present)**

**Dept.: International & Corporate Marketing**

**Key Result Areas:**

* Ensuring effective follow-up with the corporate concern person for business enhancement and promotion of the hospital
* Conducting meetings with the new corporates for formal tie-up in order to broaden the business range; managing out location clients like MCL(Jharsuguda, Odisha) and CCL(Ranchi)
* Ensured post service follow-up with the corporate for getting feedback regarding the service and re-work areas
* Dealing with end-to-end Credit Billing Part from billing process to collection of payment from the corporate
* Liaising with organizations conducting Health Camp & Health Talk and organizing Corporate Promotional Event in order to create relationship with people and as well as customer

**Highlights:**

* Effectively managing clients like Royal Govt. of Bhutan, Vodafone East Limited, L&T, Genius Consultant, ABB India Limited, Coal India, SBI, Kolkata Port Trust, SERCO Global Services, Vicotoria Memorial Hall, Haldia Dock Complex, Balmer Lawrie and so on

Recipient of **Best Speaker Award** in Sales Training Session at Medica Superspecialty Hospital

* Developed effective working relationships with customers through regular meetings, identified and obtained further sales and business development opportunities and increased customer base.

**INTERNSHIP**

Project: Factor Affecting the Choice of Hospital for Treatment of International Patient

Organisation: Medica Superspecialty Hospital

Period: Jun’13 – Aug’13

Role: Worked for the **Corporate Marketing Department** during the training

Key Learnings:

* Dealt with corporates and worked for the Corporate Affairs of Royal Govt. of Bhutan, Govt. of Mizoram, TCS, Vodafone, ONGC, SBI, Nigeria Act
* Managed patients from the corporates and met the concerned person for Business Development for new corporate tie-up
* Organized Health Check-up Camp and undertook Health Talk at deferent corporate premises

**EDUCATION**

2014 MBA in (Marketing) from International Institute of Management Sciences, WBUT with 7.41(DGPA)

2011 B.Sc. in Microbiology (H) from Durgapur College of Commerce and Science, University of Burdwan, Durgapur

2007 12th Standard from Ramakrishna Pally Vivekananda Vidyapith,Durgapur

2005 10th Standard from Bhedia High School, Bhedia with 70%

**IT SKILLS**

MS Office: Word, Excel and PowerPoint

**EXTRACURRICULAR ACTIVITIES**

* Participated in West Bengal Leprosy Quize Competition at Bhedia High School in 2003 and held 3rd position.
* Achieved**Best Bowler Award**in Inter College Cricket Competition at DCCS in 2011
* Performed as a Coordinator/Volunteer at ISKON Rathayatra - 2014

**PERSONAL DETAILS**

Date of Birth: 12th January 1990

Languages Known: English, Hindi and Bengali

Mailing Address: P.O.: Bhedia, Dist.: Burdwan – 713126, West Bengal