**CHIRANJIT KUNDU, MBA (Marketing and Human Resource Management)**

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**OBJECTIVE**

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| Seeking a challenging position to utilize my skills and abilities in areas of Marketing and Business Development which offers a professional growth while being resourceful, innovative, and flexible. |

**PROFILE SUMMARY**

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| * Business Development Executive with **3** years of corporate sales and management experience. Experience in **Strategic planning**, **Sales, Marketing**, **Team management**, and **corporate sales.** * Expertise in designing alternate channel partners for achieving the objective of organization. * Expertise in directing organizations in the visioning of marketing strategy, creating and positioning brands, demanding strategic business direction & executing plans. * Process excellent troubleshooting and team building skills with proven ability in establishing quality systems, financial and strategic planning. * Monitoring channel sales and marketing activities, implementing effective strategies to maximize sales and accomplish revenue and meet the target. * Conducting meetings for setting up sales objectives and designing process to ensure smooth functioning of sales operations. * An effective communicator with excellent relationship building and interpersonal skills, strong analytical problem solving and organizational abilities. |

**CORE COMPETENCIES**

Marketing and Key Account Management

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| * Designing & implementing marketing plans for augmenting the business volume by enhancing brand visibility. * Driving sales initiatives to achieve business goals & conducting competitor to analysis to tack the market trends. |

Marketing Communications

* Coordinating with advertising agencies for developing communication plans based on specific media objectives.

Business Development

* Developing new clients and negotiating with them for securing profitable business.
* Organizing promotional programs & participating in modeling for greater brand visibility.

**EDUCATION**

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| * MBA in Marketing and Human Resource Management from IBS Kolkata (EIILM University) 2009- 2011. * B.com from Acharya Girish Chandra Bose College (Calcutta University). |

**SKILLS**

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| **Operating System** | Windows 2003 |
| **Skill** | MS Office |

**EXPERIENCE**

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| **Leo India Fashion (SPUR)** May 2012 to Present  Executive   * Managing marketing functions like product planning & roadmaps, consultation and business development as well as handling the pre-analysis data post analysis of product launch. * Analyzing new product in every aspect strength & weakness to check the future sustainability. * Bringing new product in the existing market, generating brand awareness by organizing events & collaborating with other brand partners. * Arranging & executing major events to boost brand awareness in the market. * Carrying out monthly performance tracking of all business avenues & conducting analysis of the product to further improve on sales and to stock fast moves based on the performance so as to reduce inventory cost. |

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| **Market research promotion of Industrial Aqua solution, Eureka Forbes Pvt Ltd.**  Duration: 2 Months  Designation: Trainee   * Taking appointments, meeting and convinces them to take our Product and Services. * Following existing clients and understanding their changing requirements. * Acquisition of higher network individuals for the company. * Successfully achieved 95% assigned targets. |

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| **Pantaloons Retail(India)Limited**  Designation: Management Project Trainee Team Member  Duration: 8 months   * Lead the team of sales & marketing. * Exploration of new customer segments * Achieved 100% assigned targets. |

**Personal Details**

**Date of Birth** **:**  10th Octobers, 1985

**Address** : Santoshpur, Kolkata