**SOURAV SANGHI**

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**CAREER OBJECTIVES**

To obtain a position which would allow me to enhance my analytical and logical skills to identify by career objectives, build a strong relationship between academia and industry and also help me acquire the essential, practical and professional skill which would be needed in the marketing sector

**CAREER SUMMARY/ CAREER PROFILE**

I have completed my Post Graduate Diploma in Management (PGDM) 2014 from Calcutta Business School, an AICTE approved autonomous institute in Kolkata, West Bengal. With specializing in Marketing and I have worked in Successfactors, as a Summer Intern for 2 months in the function of Marketing Communication for HRMS products. Prior to my PGDM, I was fully involved in my family business looking after all kind of business activities for more than 3 year.

I am a self-motivated and enthusiastic individual with an attitude to learn and ability to adjust and adapt to changing situations.

**WORK EXPERIENCE**

Managed my family business of Manufacturing Coconut oil in Kolkata M/s Binod Oil Mills

**Function:** Business development

**Role:** Responsible for business development through Achieving the sales target on a continuous basis Generating lead for new clients, Research and Database, Maintain an accurate and current database, Identify and develop sources of potential clients, online promotion of our product through various online B2B portals and other marketing activities, follow up with new and existing clients, Plan diary to make effective use of working day, Maintain accurate records of all contacts with clients, Effectively communicate with clients via telephone and Generating appointments, Meeting, presenting, counseling and convincing clients and maintaining the stock level in the factory.

* Liaising with new and existing clients over the phone and meeting them face to face.
* Gaining new appointments from hot and cold leads.
* Managing and maintaining databases of potential clients.
* Developing strong working relationships with Prospective new clients.

**EXPERIENCE & KEY COMPETENCIES**

* Able to identify and qualify potential new clients.
* Experience of and able to communicate effectively with key decision makers i.e. Heads of Departments and senior managers.
* Ability to recognize buying & closing signals.
* The ability to research potential corporate clients in detail.
* Identifying cross-selling opportunities.
* Can speak fluently more than one language.
* B2B sales exposure**.**

**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

* **PGDM** with specialization in Marketing from Calcutta Business School. March 2014 Kolkata.
* **BBA** from Annamali University in 2012
* **Class XII** from BHOLANANDA NATIONAL VIDYALAY, Kolkata (CBSE) in 2008
* **Class X** from Sudhir Memorial Institute Kolkata (CBSE) in 2006

**INTERNSHIP EXPERIENCE**

Worked in **Success factors,** as a Summer Intern for a period of 10 weeks as part of the PGDM Curriculum at Calcutta Business School.

**Function / Role:** Marketing

**Project:** ‘Lead Generation for HRMS Products and Comparing services offered by various other organizations’

**Achievements:** Developed 4 successful leads for HRMS products

**PROJECTS UNDERTAKEN DURING PGDM**

* Company Analysis of Marico Limited , Coal India, Amul and Honda
* Supply chain analysis of Nike
* Term paper on Mr. Jamsetji Nusserwanji Tata and M.S.Dhoni as a part of leadership course
* Evolution and growth of e-commerce for B2B market in India
* Project on business plan of restaurant as a part of Innovation course

**EXTRA-CURRICULAR ACTIVITIES & OTHER INTERESTS**

* Took part in the collage feast Zeron
* Actively participated in organizing a seminar on **‘MOTIVATION AND TIPS FOR INTERVIEW’** at Calcutta Business School by Akash Gautam in 2012
* Won 1st prize in peace poster contest organized by lions club during my school days
* Managing father’s stock market portfolio
* Managing my own commodity market portfolio

**Personal attributes**

* Self-motivated and can act on own initiative.
* Can quickly learn in a consultative and complex industry.
* Excellent negotiation and problem solving skills.
* Flexible with working hours.
* Adaptable and have a positive attitude towards change.
* Motivated, persuasive and goal orientated.

**PERSONAL INFORMATION**

**Date of Birth:** 26/ 10/ 1988

**Residence Telephone No.:** +91 – 9830470612

**Languages known:** English, Hindi, and Bengali (can speak only)

**Driving license:** Yes (four wheeler license)