**Soumik Pal**

Contact N0. - +918981118556 E-mail- soumik23121992@gmail.com

**Consummate professional seeking Management position in Marketing operations/ Business development with a leading organization of repute probably in FMCG sector**

**Profile Summary**

**A competent professional with over 9 months experience in**

1. Channel Sales.
2. Distributor Management.
3. Channel Expansion
4. Product Promotion.
5. Sales Promotion
6. Team Management.

* Post Graduate Diploma in Management (Marketing) from Pune Institute of Business Management.
* Hands on experience in charting out sales strategies, contributing towards enhancing business volumes & growth and achieving profitable norms.
* Skilled in handling channel partners, competitor & market analysis, new product roll out and targeted customer marketing.
* Expertise in managing development, implementation of promotion plans and handling communication for brands including above All the Activities.
* An effective communicator with strong analytical problem solving

**Areas of Expertise**

* Supervising the performance of dealers with key emphasis on achieving revenue targets.
* Conducting competitor analysis by keeping abrest of trends and competitor move to achieve market share matrix.
* Conceptualizing and executing sales promotion schemes to increase the brand visibility, thereby preparing management level reporting on the brand’s performance, needs and forecast.
* Monitoring new product launch results.
* Customer preference and Market Research.

**Organizational Experience**

Working as Sales officer in Nestle India Ltd. From 11th April, 2016 to 31st December, 2016.

Summer Internship from Dabur India ltd as a Trainee from May 2015 to July 2015.

Winter Internship from BHARAT PETROLEUM CORPORATION LTD from Dec 2014 to Feb 2015

Live Project As a sales Promoter From Hitachi from April 2015 to may 2015.

**Key Results Area**

* Customer Handling.
* Market Mapping
* Channel Sales
* New Product Distribution.
* Competitive advantage and competitor’s details etc.

**Highlights**

* Handling 76 lac(Monthly) Zone at the time working With Nestle..
* Achieved Sales target by value wise and Category Wise.
* Increased the Growth Over the Last Year by 18%.
* Acquired 10 institutional clients for Dabur At the Time of Summer Internship
* Identifying new market opportunities for Dabur Products

**Academic Details**

Post Graduate Diploma in Management (Marketing) from Pune Institute of Business Management in 2016 with **53%**

B.B.A from Netaji Subhash Engineering College in 2014 with**65%.**

Higher Secondary (12th) from B.K Pauls Institution in 2011 with **53%.**

Madhyamik (10th) from Sri Ram Krishna Sikshalaya in 2009 with **65.5%**

**Personal Details**

Date of Birth: 23rd December 1992

Address: 1, Charu Chandra Singha lane Ramkrishnapur Howrah -711101

Languages known: Bengali, Hindi, English