**SIPANKAR DEY**

RZG-15/3.mandir marg, Mahavir Enclave, New Delhi - 110045

**Mobile**: +91-9811448373;**Email**:[sipankar@gmail.com](mailto:sipankar@gmail.com)



**OBJECTIVE**

To obtain a position that will enable me to use my strong marketing skills, educational background, an

ability to work well with people.

**PROFILE**

* **Competent professional** offering dedicated experience of more than 9 years in sales and Marketing.
* **Focused and hard working** with facilitated adherence in achieving monthly/quarterly sales target and

Developing growth plans for both company and self.

* Building and leveraging client relationship across different segments of markets.
* **An effective decision maker** responsible for a matured approach with proven expertise to work closely

With vendors and quickly prioritize, coordinate and consolidate/delegate tasks.

***Key Strength Areas***

***Channel sales~Vendor management ~ Team management ~ Strong Marketing and Sales Expertise***



**PROFESSIONAL EXPERIENCE**

**LEVONS TECHNOLOGIES PVT LTD since july 2017**

**REGIONAL SALES MANAGER**

**My roles &responsibilities include:**

* **Selling judgments software for lawyers and judge.**
* **Handling business of North India cites(supreme court, high court and district court)**
* **Manage a team of 8 executives and look after their targets and daily performances**.
* **Giving demo to client about our judgments software.**
* **Establishing trust and a good relationship with all key clients.**
* **Performed cold calls to prospective clients and set discovery appointment.**
* **Improved sales presentation and product demonstrations.**

**SUN SYSTEMS, India Jan’12 –June 17**

**SALES MANAGER**

**My responsibilities included:**

* **Manage a team of 10 executives and look after their targets and daily performances.**
* **To create marketing strategies and campaigns for clients and undertake all duties necessary to deliver all service level agreements.**
* **Build excellent client relationship by taking responsibility and ownership of the service delivery in terms of their marketing requirements.**
* **Responsible for successful delivery of marketing and communication plans including promotional and advertising ideas for each group businesses to increase brand awareness.**
* **Provide business ideas and proposals for company websites, blogs & email marketing thus enhancing company’s portfolio.**
* **Increasing the distributor base (partners) of organisation in PAN India.**
* **To oversee all promotional plans of the organisation and keep them up to date.**

***Products Handled:***

* **G-technology Hard Drive By Hitachi**
* **Yamaha desktop and A/V**
* **Apple products(iphone and ipad)**
* **Apple accessories (ipad,iphone,ipod and mac book)**
* **Eveready Battery and power bank**

**AMBAY SOFT TECHNOLOGIES Oct’08-Dec’11**

**Senior Marketing Executive**

**Roles and Responsibilities:**

* **Marketing, advertise and providing demo of merchandises to customer.**
* **Making sure that every product is display ready.**
* **Placement and maintenance at point of buy materials.**
* **Increased product sales at allocated events.**
* **Maintain thorough information of particular client products.**
* **Provide training to store sales representative on product characteristics and benefits.**

**TN Infotech, India Jan’08-Sep’08**

**IT Marketing Executive**

**Roles and Responsibilities:**

* **To work closely with the MM and supervise the marketing team and all aspects of the marketing communications plan.**
* **To work with the MM to manage the effective implementation of multi-channel online and offline integrated global marketing campaigns.**
* **Monitor marketing related communications and report on agreed measures for marketing activity on a regular basis.**
* **To work with the MM to manage budgets, purchase orders and invoicing on a day to day basis. Including monitoring and reporting on spend**.

**ACADEMIA**

**M.B.A (IT & Marketing) - 2011**

Sikkim Manipal University, India

**Bachelor of Computer Application – 2007**

Sikkim Manipal University, India

**IT Skills**

**Applications:**MS Office applications, C/C++, C#, .net, ASP.net

**Date of birth:** 12thJanuary 1984

**Father Name: *Sri Babul ch Dey***

**Marital Status:** Unmarried

**References:** Available on Request

**Relocation -**Flexible

**Sipankar Dey**