



S A M R A T S A R K A R

PROFESSIONAL SUMMARY

Versatile Business Development associate highly effective at generating leads, developing pipelines and closing sales.

Offering [2]+ years of identifying new revenue streams and potential clients to meet growth objectives. Thrives on challenge and competition, motivated Business Development Associate bringing 1+ year career in territory development and prospecting. Business development and social media expert versed in quickly mastering new concepts and technologies to drive successful market development.

EXPERIENCE

08.2022 - Sales Manager
03.2023 *BrightChamps Pvt. Ltd., Kolkata, India*

- Phoned leads from referrals and telemarketing lists and asked appropriate questions to determine their needs and requirements.
- Cultivated lucrative relationships with customers by using active listening, strong communication and exemplary issue resolution skills.
- Identified valuable leads through several key methods, including social media, networking events and targeted marketing.
- Prepared reports and presentations detailing business development activities and outlining new initiatives.
- Oversaw maintenance of client notes on internal CRM system to facilitate future strategies and key results.
- Identified cross-selling opportunities through ongoing customer needs analysis.
- Researched prospective clients to develop and execute cold call lists.
- Closed long-term agreements through

CONTACT

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- Kolkata, India 713301

CORE QUALIFICATIONS

- Client engagement
- Lead generation
- Relationship development
- Customer demographics understanding
- Market research expertise
- Email marketing
- **SEO/SEM** strategies

CERTIFICATIONS

- Digital Marketing
- Six Sigma

skilful negotiation.

- Improved profitability and developed pipeline while using multiple marketing and distribution channels and sales strategies.

11.2020 -
08.2022

Business Associate

Glaxosmithkline Pharmaceuticals Pvt. Ltd., Cuttack, India

- Built new business partnerships to drive customer acquisition and generate revenue.
- Monitored competitors through multi-channel research strategies to best capitalise on market gaps or anticipate changes in customer interests.
- Assessed market conditions for potential opportunities and risk factors impacting promotional strategies.
- Executed successful marketing events, open houses and display shows for products.
- Leveraged CRM data to send targeted emails designed to increase sales.
- Responded to incoming requests for information or forwarded to appropriate individual.
- Sorted physical and digital information and sent to correct locations or personnel.
- Planned and executed new strategies to increase sales.
- Achieving month on month target

05.2019 -
08.2019

Pre Sales Marketing Intern

Homesfy-Craft Financial Advisors Pvt. Ltd., Mumbai, India

- Consumer behavior and preferences in real estate in Thaner region
- Contributed to mock-ups, email campaigns and social media campaigns
- Helped with planning and hosting of marketing events
- Managed over 100 customer calls per day.
- Assisted the Closing managers in closing property deals

EDUCATION

2020

Trinity Institute Of Business & Management,
Pune, MH

Master of Business Administration: Sales & Marketing
Management
7.98 CGPA

- [Degree] PG Masters in Business Administration
- Dissertation in [Area of expertise] Real Estate purchase pattern in the area of Thane, Navi Mumbai region.
- Coursework in [Area of expertise]
Placement cell

2017 William Carey University, Shillong, Meghalaya
Bachelor of Commerce: Accountancy

- [Degree] Graduate B.Com
- GPA - 70.00

2014 Assembly Of God Church School, Sodepur,
West Bengal
ISC: Commerce
GPA 79.00

2012 St. Patrick's Higher Secondary School, Asansol,
WB
ICSE: All
GPA 76%

LANGUAGES

Bengali: First Language

Hindi: C2
■■■■■■■■■■
Proficient

English: C2
■■■■■■■■■■
Proficient

Marathi: B2
■■■■■■■■■■
Upper Intermediate

Odiya: C1
■■■■■■■■■■
Advanced