 **AKASH DAS**

**E-1/ NATUN PALLY, BENACHITY**

**DURGAPUR, DIST.- BURDWAN**

**PIN- 713213, WEST BENGAL**

**Mob: 9732317711 / 9883682611**

**E-Mail- akashdas482@gmail.com**

**Seeking Middle Level assignments in Marketing / Business Development / CRM / Key Account Management with a growth oriented organization.**

# SYNOPSIS

* A dynamic professional with nearly 7 years 09 months of experience in Sales & Marketing, Business Development, Client Relationship Management Financial Industry.
* *Presently associated with* **PROFECTUS CAPITAL PVT. LTD.**  *as a* ***Branch Sales Manager – MEF (S&D)*** *at* ***Kolkata Location.***
* A keen planner & implementer with demonstrated abilities in devising sales & marketing activities for financial products and accelerating the business growth.
* Track record of consistently achieving sales targets, identifying high-yielding services and products during the career span.
* Demonstrated abilities in cementing healthy relationship with key accounts for generating business and leading workforce towards accomplishing business and corporate goals.
* An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

**CORE COMPETENCIES**

***Sales & Marketing / Business Development :***

* Initiating contact with potential customers for developing leads, sales & cross selling insurance and financial products.
* Business planning and analysis for assessment of revenue potential in business opportunities. ✓ Conducting competitor analysis by keeping abreast of market trends & achieving market share metrics.
* Conducting product presentations & promotional activities for market development & brand visibility.

***Client Relationship Management :***

* Managing customer centric operations, forwarding customer instructions to the concerned department & ensuring customer satisfaction by achieving delivery & service quality norms.
* Interfacing with clients for understanding their requirements & suggesting the most viable solutions / products and cultivating relations with them for customer retention & securing repeat business. ✓ Developing relationships with the institutional customers in target markets for business development.

# CORPORATE EXPERIENCE

***From 2nd December 2013 to 09th July 2016 working at Reliance Consumer Finance SME Loans under*** ***Reliance HR Services Pvt. Ltd. (ADA GROUP), DURGAPUR as an Territory Sales Executive.***

***From 11th July 2016 to 31st October 2018 working at Reliance Commercial Finance Limited, (ADA GROUP), DURGAPUR as a Branch Sales Manager, SME - B2B2C (S&D).***

***From 1st November 2018 to 10th May 2019 working at Reliance Commercial Finance Limited, (ADA GROUP), KOLKATA as a Branch Sales Manager, SME - B2B2C (S&D).***

***From 13th May 2019 to 25th August 2020 working at HDFC BANK, KOLKATA as a Sales Manager, Business Loan / Doctor Loan / SEP.***

***From 26th August 2020 to till date working with PROFECTUS CAPITAL PRIVATE LIMITED, KOLKATA as Branch Sales Manager, MEF (S&D)***

***Significant Highlights :***

* Job Role includes Implementation of marketing schemes through Personal Interaction through the Dealer at area and locality specific campaigns for Reliance consumer finance for tapping of the areas.
* Identify prospective clients from various sectors & generate business from them.
* Meet the revenue targets on a monthly basis.
* Responsible for identifying need and providing financial planning assistance-solution oriented.
* Giving Service to the existing clients.

***Achievements :***

* As a Territory Sales Executive. - SME Loans for, I have done the highest business in the Month of October 2015-March 2016 in East.
* As a Branch Sales Manager I have achieved appreciation as a Star Performer in the month of December 2016 in Pan India.

# ACADEMICS & CREDENTIALS

* **B.Sc** from Burdwan University
* **Higher Secondary (10th +2)** from WBCHSE
* **Secondary (10th)** from WBBSE

# PERSONAL DETAILS

Name : Mr. Akash Das

Father’s Name : Late Nantoo Das

Date of Birth : 30th April 1979

Permanent Address : E-1/22A, Natun Pally, Benachity, Durgapur- 713213 Hobbies : Music, Long Drive.

Marital Status : Married

Language Proficiency : English, Hindi, Bengali.

***Declaration*** :

I solemnly declare that all the information is true to the best of my knowledge and for any breach of the

above information I shall be solely responsible.

Date:

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Place: **AKASH DAS**