



## Koushik Chakraborty

Astha Residency  
133A/1 Syed Abdul Rahman Road  
Kolkata - 700082

koushikchakraborty1190@gmail.com



+91 – 98308 23636

---

## About Me

### Marketing and Sales Professional

An inspirational & results driven sales professional over 9 years of experience in training and supervising sales staff while planning and implementing sales strategies over a multi-state territory. Seeking to bring my proven track record of launching successful marketing campaigns and team leading into a senior management position.

## Education

### Bachelor, Technology

Global Institute of Management & Technology  
West Bengal University of Technology  
Krishnanagar, West Bengal

Graduated, 2013  
Division 1

### Higher Secondary

Kanchrapara Harnett High School  
W. B. C. H. S. E  
Kanchrapara, West Bengal

Passed, 2009  
Division 1

### Secondary

Kanchrapara Harnett High School  
W. B. B. S. E  
Kanchrapara, West Bengal

Passed, 2007  
Division 1

## Career Highlights

- Results-oriented
- Revenue Generation
- Business Development
- Effective Marketing
- Ability to motivate staff and maintain good relations
- Resistance to stress
- Good Manners
- Ability to remain calm under pressure
- Strategic planning abilities

## Areas of Expertise

- Managing Sales Orders
- Spotting Opportunities
- Account Management
- Field Sales
- Skilled Negotiator
- Territory Sales
- Providing Quotations
- Influencing Decision Maker

## Key Competencies & Skills

### Sales Management

- Experienced manager and team leader
- Setting sales team objectives and priorities in alignment with company objectives and priorities.
- Excellent communication skills, both written and oral
- Extensive marketing and sales knowledge
- Critical thinking and results-driven decision-making
- Adjusting & ability to work in a multicultural environment.

## Work Experience

**June 2017 – Present**

**Senior Sales Manager**

**Mukti Projects Ltd**

**Kolkata, West Bengal**

#### Duties:

- In charge of coordinating people and resources, sales and profitability objectives by brand. Also having day-to-day responsibility for the company's marketing programs in a specific territory.
- Preparing written presentations, reports, and price quotations for customers.
- Ensuring sales staff complies with company policies, procedures and practices.
- Recruiting and selecting qualified candidates to fill open sales positions.
- Coaching, counseling, and developing sales representatives.
- Establishing trust and a good relationship with all key clients.

**January 2017 – May 2017**

**Sales Manager**

**Exide Life Insurance (Agency)**

**Kolkata, West Bengal**

#### Duties:

- Responsible for recruitment of Financial Advisors from own social & professional network
- Training the team on industry standards with the support of training department
- Monitor the day to day activities, planning & execution of Agency Team
- Achievement of monthly, quarterly & yearly business plans

**November 2013 – December 2016**

**Assistant Manager**

**Kotak Life Insurance (Group Insurance)**

**Kolkata, West Bengal**

**Duties:**

- Driving regional business strategy and ensuring delivery of sales plan for the region
- Managing relationship with business partners by driving field engagement and ensuring end-to-end customer service delivery
- Managing internal customers
- Acquire new clients by focusing on Banks (Private & PSU), NBFCs, Small Finance Banks, Cooperative Societies, Urban Cooperative Banks in the assigned market
- Regular connect with pending leads/references

**July 2012 – May 2013**

**Relationship Manager**

**Rainbow Finance**

**Kolkata, West Bengal**

**Duties:**

- Team Management of 20 telecallers
- Telephonic lead generation for life insurance
- Driving business targets through telecallers
- Monitor the day to day activities
- Preparing strategy & achieving targets on monthly, quarterly & annual basis
- Monitor the day to day activities
- Responsible for assigning & finalizing targets, monitor & review periodically

**Apr 2011 – June 2012**

**Sales Executive**

**Reliance Finance**

**Kolkata, West Bengal**

**Duties:**

- Telephonic lead generation for life insurance
- Calling up the customers and explain the benefits of various insurance policies

## **Training & Certifications**

- Apex Career Intensive Program, 2020
- Master Class in Sales, Safe Job, 2020
- Digital Marketing Course on Google AdWords, 2020
- Digital Marketing Course on Google Analytics, 2020
- Digital Marketing Course on Google Analytics & Google AdWords, 2020
- Digital Marketing Course on Facebook Ads Account Manager, 2020
- Digital Marketing Course on Wordpress, 2020
- Digital Marketing Course on Instagram Marketing, 2020
- Digital Marketing Course on Youtube Advertising, 2020

## Awards & Honors

Employee of The Month from Mukti Projects Ltd for the period

- August 2017
- March 2018
- July 2018
- September 2018
- May 2019
- October 2019

## Computer Proficiency

- Word 2010
- Excel 2010
- Power Point 2010

## Languages

- English
- Hindi
- Bengali

## Personal Interests

- Listening to music
- Reading Books
- Travelling

## Personal Details

Father's Name: Mr. Malay Ranjan Chakraborty  
Birthday: November 1, 1990  
Gender: Male

Marital Status: Married  
Nationality: Indian

## Declaration

I, hereby declare that all the information provided by me in this application is factual and correct to the best of my knowledge and belief.

---

**KOUSHIK CHAKRABORTY**

**Date:-**