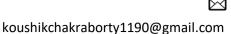


Koushik Chakraborty

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





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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 Passed, 2009
W. B. C. H. S. E Division 1
Kanchrapara, West Bengal

Secondary

Kanchrapara Harnett High School Passed, 2007 W. B. B. S. E Division 1
Kanchrapara, West Bengal

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 Marital Status: Married Birthday: November 1, 1990 Nationality: Indian

Gender: Male

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:-