**Shrimoyee Gupta**

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+91 9830010439

**Sales and Marketing Professional**

Sales ~ Marketing ~ Business Development ~ Channel Sales ~Team Handling ~ B to B

**PROFILE SUMMARY**

* MBA in (Marketing) with 8+ years of quality experience in **Sales & Marketing**, **Business** **Development** and **B to B Sales.**
* Job stability of more than 8 years in same company.
* Proficient in developing relations with team and clients by identifying the strength of each team member and partner, and coordinating with them for effective business development
* Possess good knowledge of subjects such as sales, channel sales, B to B, business development, new business acquisition.
* Resourceful in enhancing business volumes and achieving multi-fold revenue & profitability increase
* Efficient in handling sales & marketing & business development activities, analysing market trends and establishing healthy & prolonged business relations with clients
* A keen communicator with honed interpersonal, relationship management, planning and negotiation skills

**ORGANISATIONAL EXPERIENCE**

**May 2022 – Present HDFC BANK LTD, KOLKATA**

 **Designation: Deputy Manager – Credit cards**

**Role:**

* Handling a Team of 10 for driving super premium credit card business.
* Responsible for retention, Sales and Margin growth from the assigned accounts.
* Drive partnership with HDFC bank branches to build critical mass of credit card business.
* Map the current accounts, key decision makers and review buying patterns. Ensure retention of the accounts.
* Successfully develop and deliver the agreed segment strategy and sales target in line with the overall business strategy.

**Aug 2010 – Jan 2019 INFOCOM NETWORK LIMITED (tradeindia.com), KOLKATA**

 **Designation: Deputy Manager – Business Development**

**Role:**

* Handling a Team of 12 for NEW and EXISTING client acquisition.
* Responsible for retention, Sales and Margin growth from the assigned accounts.
* Responsible for simultaneously managing multiple customer opportunities at various changes of acquisition
* Map the current accounts, key decision makers and review buying patterns. Ensure retention of the accounts.
* Successfully develop and deliver the agreed segment strategy and sales target in line with the overall business strategy.
* Focus on Gross Margin returns as part of overall sales
* Influence the various buying traits in target customers to increase the share of purchases made by the company.
* Negotiate with strong commercial and financial awareness.
* Review accounts with the customer on quarterly basis, Leveraging MIS information.
* Develop and utilize an insightful knowledge base of current customer buying strategies and managing customer satisfaction

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**Accomplishments:**

* Consistent performer in **INFOCOM NETWORK LIMITED (tradeindia.com)** for more than 8 years.
* Got the best rating and increment every year due to my performance.
* Trained new joinees being a senior resource and all of them exceeded their targets.
* Won several contests and incentives in INFOCOM NETWORK LIMITED (tradeindia.com) on consistent basis.

**EDUCATION**

**MBA (Programming in Management) in Marketing and Retail, 2010,** E.I.I.L.M, Kolkata

**B.A, (Eng hons.), Dinbandhu andrews college, 2008,** (Calcutta university), Kolkata

**Higher Secondary, Andrews high school, 2005,** WBCHSE, Kolkata

**Senior Secondary, Svarna high school, 2003,** WBBSE, Kolkata

**EXTRACURRICULAR ACTIVITIES**

* Directed and acted in several plays.
* Was the member of anti-ragging and discipline committee in college.

**PERSONAL DETAILS**

Date of Birth: 9th Oct 1986

Languages Known: English, Hindi, Bengali

Present Address: 143/1/3, Pailan Park. Kolkata 700104