

AJAY KUMAR MONDAL

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CAREER OBJECTIVE:

To work in an organization that appreciates innovativeness, demands analytical. Provide a challenging and performance driven environment and a wide spectrum of experience to grow and excel in my career. I aim to create meaningful contribution to the organization through my skill and abilities and to continuously improve on my professional knowledge and skill.

PROFESSIONAL SYNOPSIS

- Result Oriented Professional possessing nearly 14 Years Experience in Career.
- Hardworking, Competent & Efficient.
- Corporate, Production House and Construction Sites Experience, Professional Qualification, Problem Solving Ability with Analytical Skills, Attitude towards work and company.
- Capacity to make balance between personal and professional life.

Name of the Company	Kothari Hosiery Factory private limited
Designation	Brand Manager (Sr Manager)
Duration	From 21.06 .2023 to till date
Looking Area	Pan India

ROLES & RESPONSIBILITIES:

- Prepare Monthly activity plan & execution the same.
- Prepare OOH Planning as per budget
- Planning for Press release & radio campaign
- All types of ATL & BTL activities. plan
- Engaging Vendors & dealings with them for cost optimize.
- Developing Brand awareness & equity.
- Dealer Meets planning.
- Market Research of business in low sales areas.
- Conducting brand promotional activities
- Handling Branding & Merchandising activity.
- Doing promotional activity for increasing the sale.
- Handling Creative Agency
- Prepare a scheme for customer as well as for channel sales team at local level.
- Develop and finalize the artwork for promotional scheme & activity.
- Organize the event for dealers meet.
- Installation of customize branded booth at prime location.
- Bills & does the follow up end to end.
- Making the provision of marketing expenses for every month.
- Supervision of installation of landmark GSB & Signage at high foot fall area
- Timely print & dispatch the POP material at Distributor point.
- Co-ordinate with Finance Team for branding materials purchase & payment release purpose.
- Prepare yearly budget plan for all branding activity (ATL & BTL)
- New product and new market launching plan
- Cost optimizes for all branding activity.
- Market research for new product launching
- Overall planning for brand promotes and increases our sales.
- Markets to market planning for as per the branding activity require.
- Over all looking all branding activity monitoring and planning (ATL & BTL activity)
- Handling social media/website

Name of the Company	SPS Steels Rolling Millis Limited (Elegant)
Designation	Senior Manager Branding & Retail
Duration	From 20.12 2021 to till date
Looking Area	

ROLES & RESPONSIBILITIES:

- Prepare Monthly activity plan & execution the same.
- Prepare OOH Planning as per budget
- Planning for Press release & radio campaign
- All types of BTL activities. plan (GSB, NLB, wall painting & promotional activities)
- Engaging Vendors & dealings with them for cost optimize.
- Developing Brand awareness & equity.
- Dealer & sub-dealer Meets planning.
- Market Research of business in low sales areas.
- Conducting brand promotional activities
- Handling Branding & Merchandising activity.
- Doing promotional activity for increasing the sale.
- Decorating the Dealers & Sub dealers point on special dates.
- Prepare a scheme for customer as well as for channel sales team at local level.
- Develop and finalize the artwork for promotional scheme & activity.
- Organize the event for dealers & Retailers meet.
- Installation of customize branded booth at prime location.
- Bills & does the follow up end to end.
- Making the provision of marketing expenses for every month.
- Supervision of installation of landmark GSB & Signage at high foot fall area
- Timely print & dispatch the POP material at Distributor point.
- Co-ordinate with Finance Team for branding materials purchase & payment release purpose.
- Prepare yearly budget plan for all branding activity
- New product and new market launching plan
- Cost optimizes for all branding activity.
- Market research for new product launching
- Overall planning for brand promotes and increases our sales.
- Markets to market planning for as per the branding activity require.
- Obar all looking all branding activity monitoring and planning (ATL & BTL activity)

Name of the Company

Designation

Duration

SHYAM STEEL INDUSTRIES LIMITED.

Senior Manager Branding & retail

From 26th Sep 2016 to 18.12.2021

ROLES & RESPONSIBILITIES:

- Making Monthly plan & execution the same.
- OOH Planning as per budget
- Press release & radio campaign
- All types of BTL activities. plan (GSB, NLB, wall painting & promotional activities)
- Engaging Vendors & dealings with them for cost optimize.
- Developing Brand awareness & equity.
- Dealer & sub-dealer Meets planning.
- Market Research of business in low sales areas.
- Conducting brand promotional activities
- Handling Branding & Merchandising activity.
- Doing promotional activity for increasing the sale.
- Decorating the Dealers & Sub dealers point on special dates.
- Prepare a scheme for customer as well as for channel sales team at local level.
- Develop and finalize the artwork for local promotional scheme & activity.
- Organize the event for dealers & Retailers meet.
- Installation of customize branded booth at prime location.
- Preparing bills & does the follow up end to end.
- Making the provision of marketing expenses for every month.
- Supervision of installation of landmark GSB & Signage at high foot fall area
- Maintaining the marketing stock in Store room and prepared MIS Report.
- Timely print & dispatch the POP material at Distributor point.
- Co-ordinate with Finance Team for branding materials purchase & payment release purpose.
- Prepare yearly budget plan for all branding activity
- New product and new market launching plan

- Cost optimizes for all branding activity.
- Market research for new product launching
- Overall planning for brand promotes and increases our sales.
- Markets to market planning for as per the branding activity require.

Name of the Company

**MEGHA TECHNICAL ENGINEERS PVT LTD.
(STAR CEMENT)**

Designation

Assistant Brand Manager

Duration

From 10th Sept'2014 to 16th Sept'2016.

ROLES & RESPONSIBILITIES:

- Planning & handling all type of Operation
- Making Monthly plan & execution the same.
- OOH Planning & Execution
- Handling external Vendors
- Developing Brand awareness & equity through various activity.
- Organize Dealer & sub-dealer Meets.
- Market Research of business in low sales areas.
- Organize brand promotional activities
- Handling Branding & Merchandising activity.
- Organize promotional activity
- Organize the event for dealers & Retailers meet.

Name of the Company

SYSTEMA SHYAM TELESERVICES LTD.

Designation

Assistant Manager

Duration

From 3rd March' 2010 to 2nd sep'2014

ROLES & RESPONSIBILITIES:

- Making Monthly plan & execution the same.
- Event & promotion
- Press adv. release
- In shop branding, Model Shop ready
- Outdoor advertising (GSB, Gate, non-lit board, Hoarding, Landmark, Pole kiosk)
- Vendor management
- Taking GR & IR for bills.
- Developing Brand awareness & equity.
- Visit distributor, dealers & Retail point & fulfil the marketing requirements.
- Handling visual merchandising, audit & maintenance the marketing data base.
- Looking after all type of ATL & BTL activity.
- Handling Branding & Merchandising activity of local MBOs.
- Doing promotional activity in the stores for increasing the sale.
- Decorating the stores on special dates.
- Prepare a scheme for customer as well as for channel sales team at local level.
- Develop and finalize the artwork for local promotional scheme & activity.
- Monitoring the Modern Trade marketing activity.
- Organize the event for dealers & Retailers meet.
- Installation of customize branded booth at prime location.
- Preparing bills & does the follow up end to end.
- Making the provision of marketing expenses for every month.
- Supervision of installation of landmark GSB & Signage at high foot fall area.
- Supervision of LOYALTY SCHEME for Customer (Awareness & Prize Distribution).
- Tele Calling team co - ordination and reporting as per template.
- Provide Training to Channel Partner team about the Marketing Scheme & Product.
- Monitor timely closing of Marketing and Revenue related SRs.
- Maintaining the marketing stock in warehouse and prepared MIS Report.
- Timely print & dispatch the POP material at Distributor point.
- Co-ordinate with SCM & Finance Team for marcom materials purchase & payment release purpose.
- Regular handling the events. (Press conference. FOS meet, dealer meet, distributor and retailer meet).

Name of the Company
Designation
Duration

BHARTI AIRTEL LTD.
Marcom Executive, Marketing
From 14th Dec' 2005 to 2nd March'2010.

ROLES & RESPONSIBILITIES:

- *Looking After Marketing in South Bengal & South Costal.*
- *Co-ordinate With Marketing Team.*
- *Maintaining Retailer & Distributor Database.*
- *Attending the Telephonic Quarry and Extending Solution to the Distributors, Retailers & Vendors.*
- *Responsible for vendor fixed up and processing their bill etc.*
- *Responsible for introduce vendor in the company for promotional activity.*
- *Organize seminars, meeting with Distributor, FOS for achieve the goal of the department.*
- *Prepare daily MIS.*
- *Help my Sales team to complete their monthly target.*
- *Looking after all type of in shop & Outdoor activity.*

Name of the Company
Designation
Duration

RELIANCE WEB WORLD, BURDWAN
C3 Executive
From 12th Dec'2001 to 12th Dec'2005.

ROLES & RESPONSIBILITIES:

- *Verifying the documents for new connection.*
- *Create on line cases, MACD & FTR.*
- *Looking after the entire sales target with sales team.*
- *Change SDCA of outside Customer.*
- *Help customer to solve their billing problem.*
- *Making the calculation in Termination Cases.*
- *Maintaining all files & records.*
- *Preparing reports & maintaining MIS related billing and collection, and Swapping and Termination process.*
- *Responsible for Collecting Due Bill of Customers of Reliance Info-comm in and around Burdwan Town through Bucket Management for reducing churn.*
- *Conducting in-house training regarding customer care issues, to those employees who are working in Billing and Customer Care Departments to reduce the time of interaction with the Customer and solve their problems at the first stage.*
- *Maintaining the inbound and outbound courier register and coordinating with the courier company in case of data mismatch.*
- *Direct interactions with customers relating to queries, requests and complaints.*
- *Handling any kind of crisis situation.*

SCHOLASTICS:

1995	Completed Graduation from Burdwan university, passed 1995
1992	Completed Higher Secondary Examination from WBCHSE Board, Passed 1992
1990	Completed Secondary Examination from WBBSE, Passad 1990

TECHNICAL SKILLS:

- *Completed Diploma in Computer.*

STRENGTHS

- *Good Communication Skill.*
- *Smart, Dynamic & Challenging to Play a Positive Role In a Challenging Environment.*
- *Sincere & Hardworking.*
- *Comprehensive problem-solving abilities.*

- *Good Leadership Skills.*

PERSONAL DOSSIER:

<i>Date of Birth</i>	<i>:</i>	<i>21st Jan'1974</i>
<i>Fathers Name</i>	<i>:</i>	<i>Late Ahibhuson Mondal.</i>
<i>Gender</i>	<i>:</i>	<i>Male</i>
<i>Marital Status</i>	<i>:</i>	<i>Married</i>
<i>Languages Known</i>	<i>:</i>	<i>English, Hindi & Bengali.</i>
<i>Address</i>	<i>:</i>	<i>Natural City/Block1-7F</i> <i>Vivakananda Collage Road</i> <i>P.O. - Sripally Dist - Burdwan, Pin - 713103</i>

Declaration - *I hereby declare that all the Information Furnished Above are true to the best of my Knowledge.*

Date:

Place:

(AJAY KUMAR MONDAL)

