

CURRICULUM VITAE

PRASANTA BHATTACHARYAA



+ 91-90516 - 75939

✉ prasanta.b24@gmail.com

25A, BaroJonepur,Manasatala,
P.O.-Kanchrapara, P.S.- Bijpur
District- North 24 pargana, Pin -743145,
West Bengal , India

Objective	To associate with an organization where scope for contributing and learning are high. A challenging fast pace environment with healthy competitive culture would best suit me.			
Professional Qualification	• MBA (Major: Marketing, Minor:Retail) from Eastern Institute For Integrated Learning In Management			2010
Academic Qualification	• B.Sc. (Zoology) from Rishi Bankim Chandra College under Calcutta University			2007
Career Interests	⇒ Marketing ⇒ Distribution ⇒ Sales		⇒ Corporate Communication ⇒ Public Relations ⇒ Supply Chain Management	
Degree	Institute	University / Board	Year	Marks Obtained
MBA (Major: Marketing Minor: Retail)	Eastern Institute For Integrated Learning In Management	EIILM	2010	70%
B.Sc. (Zoology)	Rishi Bankim Chandra College	Calcutta University	2007	47%
Higher Secondary (12 th)	Jonepur High School	W.B.C.H.S.E	2004	60%
Secondary(10 th)	BedibhawanRabirithaVidyalaya	W.B.B.S.E	2002	71%

Work Experience

Previous Organization: Zydex Industries Pvt Ltd

**July'2021
to August'
2022**

Designation: Senior Executive(Waterproofing)

Location: Kolkata

Job Profile:

- √ Conduct business activity under channel retail sales
- √ Creating awareness of Waterproofing products based on innovative and patented technology
- √ To achieve predetermined primary sales target
- √ Conducting Painter & Dealer training program in small group with set guidelines
- √ Preparing Dealer & Painter/Mason Data Bank with classification and update to Head office with desired frequency
- √ Merchandising activity like Demo Kit, Display etc
- √ Collecting leads from market and visit to expected sites for demonstration and business generation
- √ Visit to Architects and Interior Decorators and Developers for increasing awareness of Waterproofing products

Previous Organization: CICO Technologies Ltd

**November'
2016 to
June'2021**

Designation: Territory Sales Manager (Waterproofing)

Location: West Bengal

Job Profile:

- √ Conduct business activity under channel retail sales
- √ To achieve predetermined primary sales target
- √ To increase sales in retail market by extending coverage and appointing new distributors and retailers
- √ Implementing trade schemes and strategies to achieve target volume, developing and maintaining distributors and retailers network
- √ Conducting Contractors, Applicators & Dealer training program with set guidelines to accelerate sales
- √ Conducting Market Research to identify selling possibilities and evaluate customer needs
- √ Performing cost-benefit analysis of existing and potential customers
- √ Maintaining positive business relationships to ensure future sales
- √ Coordinate sales effort with team members and other departments
- √ Focusing collection in due time from the distributors and Create frequent reviews and reports with sales & financial data

		<p>Previous Organization : Astral Adhesives</p> <p>Designation : Senior Sales Officer(Maintenance Division)</p> <p>Location: Kolkata</p> <p>Job Profile:</p> <ul style="list-style-type: none"> √ To achieve pre-determined primary and secondary sales target √ Assigning and finalizing targets to the distributors in the designated territory √ To achieve Market share of company's products in all divisions as well as emphasizing on newly launched products √ Surveying and identifying the market opportunities, to prepare marketing strategy along with the seniors and aggressively implement the same √ To constantly explore innovative solutions for getting results √ Correspondence with distributors on deliveries, schedule, inspection √ Distributors stock maintaining and to make ensure products availability in market √ To plan and execute all promotional activities as per company's policy √ Regular update information of competitor activities to the higher authority and taking decisive actions accordingly √ Providing special efforts on end user level 	<p>January' 2011 to October' 2016</p>
<p>Summer Internship Project (MBA)</p>		<p>Organization: TATA AIG Life Insurance Company Ltd.</p> <p>Designation: Management Trainee</p> <p>Project Title: Importance of Insurance in our daily life</p> <p>Job Profile:</p> <ul style="list-style-type: none"> √ Making cold calls to acquire new clients √ Handling Business Development Activities √ Distinguishing between ULIP and the other traditional plans in the market √ Selling of Insurance policies √ Maintaining relationship with the existing clients √ Providing customer support 	<p>2 months</p>
<p>Achievements</p>		<ul style="list-style-type: none"> ➡ Have been an active participant in Science Model Exhibition & Competition during School & College Annual Function ➡ Remained a keen participant in various debates & Group Discussions during MBA program 	

Computer Proficiency		<ul style="list-style-type: none"> ➤ Basic Knowledge of MS Office (Word, Excel, PowerPoint) ➤ Internet Proficient
Characteristic Strengths		<ul style="list-style-type: none"> ➤ Quick learning and implementing capability ➤ Confidence ➤ Team member and motivator as well ➤ Responsible attitude ➤ Positive Attitude and Enthusiasm
Personal Details	Sex	Male
	Date of Birth	24 - July - 1985
	Marital Status	<i>Married</i>
	Languages Known	English, Hindi, Bengali
	Personal Interests	Listening Music
Additional Details	Last CTC	: INR 420000
	Expected CTC	: INR 600000

DECLARATION: I do hereby declare that all the statements mentioned above are true, complete and correct to the best of my knowledge and belief.

Date:

yours truly,
Prasanta Bhattacharyaa