

SOUHARDYA CHANDRA

SALES & MARKETING

CONTACT

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Kasba, kol-700039

EDUCATION

- MBA - Bengal
Institute of Business
Studies (2021-2023)
- BBA - Burdwan
Institute OF
Management &
Computer Science
(2018-2021)

SKILLS

- Market Analysis
- Inventory Control
- Staff Training
- Team Leadership
- Client Acquisition
- Closing Sales

CERTIFICATIONS

- Certified in "Customer
Satisfaction Study on
Banking Facilities by
Oriental Bank of
Commerce at Burdwan
Market."
- Completed Certificate
in Information
Technology Application
(C.I.T.A) from Youth
Computer Training
Centre, Burdwan.

PROFILE

Dynamic and adaptable Sales and Marketing professional with proven expertise in client acquisition, market analysis, and relationship management. Demonstrates strong problem-solving abilities and a quick grasp of new concepts, enabling smooth adaptation to evolving business environments. Passionate about continuous learning and growth in a competitive marketplace.

WORK EXPERIENCE

Ceasefire Industries Pvt. Ltd.

Executive Specialist – Sales (Feb 2024 – May 2025)

- Adapted swiftly to market changes, new product launches, and promotional strategies.
- Executed effective route planning to maximize territory coverage.
- Analyzed sales data and market trends to identify growth opportunities and enhance performance.
- Demonstrated foundational financial understanding to evaluate profit margins and pricing strategies.
- Consistently performed under pressure and achieved tight deadlines.

VIP Industries Ltd.

District Sales Officer (Mar 2023 – Sep 2023)

- Managed two distributors, aligned sales teams, and analyzed market dynamics for strategic growth.
- Conducted daily field visits and opened new retail outlets to expand market presence.
- Used sales data and KPIs to improve performance and enhance customer satisfaction through timely follow-ups and personalized service.
- Ensured client retention with effective after-sales support.

Amust Water Product Pvt. Ltd.

Sales & Marketing Intern (May 2022 – July 2022)

- Maintained organized and up-to-date client records to ensure quick access to relevant information when required.
- Assisted staff with routine operational tasks, helping reduce their workload and enabling focus on higher-priority responsibilities.