

SUMMARY

- 8+ years experience in Growth, Business Development & Client relationship management roles for SaaS, Telecom & Digital Advertising platform Companies ranging from 500 to 12000 employees.
- Have led in promoting brands across state and regional levels to increase market share up to 42%.
- Has been responsible for retaining top 5 key accounts worth 900 Cr annual revenue.
- Has been responsible for the highest upselling worth 10 lacs in one single invoice.

WORK EXPERIENCE

1) Accenture Solutions Pvt Ltd Senior Analyst Inside Sales

Kolkata & Bangalore
Jan 2022 – Dec 2022

Accenture is a global company which provides services in strategy & consulting, interactive, technology and operations. It has a global workforce of 7 lacs, out of which 3 lacs is the workforce for India. Here I was appointed to a Google project.

- Have been responsible for acquiring new 2-3 accounts monthly, generating fresh revenues worth 3 - 5 lacs spent on Google Advertising platform.
- Have taken care of 2 city markets i.e. Kolkata and Bengaluru simultaneously.
- Completed certifications on complete Google Ad solutions.

2) astTECS Communications Pvt Ltd Area Manager Channel Sales

West Bengal, Assam, Tripura & Indore
Dec 2020 – Jan 2022

Asttecs is an ISO 9001:2015 certified Company with a workforce of 200, serving in more than 30 countries, with end-to-end Telecommunication, Server & cloud-based enterprise solution products for the last 17 years.

- Have generated new businesses worth 2-4 lacs monthly by appointing new distributors and channel partners in West Bengal, Assam & Madhya Pradesh.
- Have done successful upselling in one of my key accounts worth 10 lacs in Kolkata.
- Have acquired 1 new govt account in Mizoram with a fresh invoice worth 60k in first order.

3) Interglobe Aviations Limited Senior Executive - Trade & Corporate sales

Bangalore
Dec 2013 - Apr 2016

InterGlobe Aviation Limited provides passenger airlines & Cargo services. Headquartered in Gurugram, the Company is driven by a workforce of over 60,000 people spread across 35+ countries and 130+ cities globally.

- Have been responsible for generating revenues worth 1-2 lacs by acquiring new agency partners.
- Was responsible for scaling up revenues from 50k to 4-5 lacs from my existing channel partners through new corporate partnerships.
- Have maintained market share in existing accounts at 40-42% for 3 consecutive years.

4) Resbird Technologies Pvt Ltd Executive - Trade Sales

Kolkata & Bangalore
10th June 2010 - 10th Dec 2013

ResBird Technologies Private Limited is providing a global platform to the Indian travel industry by enabling software access to state-of-the-art travel automation technology services. Headquartered in Gurugram, the Company is driven by a workforce of over 500 people.

- Was responsible for bringing in fresh revenue worth 50k -70k consistently for 3 years.
- Have worked full time on site for 2 city markets, i.e. Kolkata & Bengaluru.
- Was responsible for organising trade events and launching of new API portal to cater for a new market.

LANGUAGES

- English
- Hindi
- Bengali

EDUCATION

- **PGDM** - Grade : 8.9 from Indian Institute of Tourism & Travel Management, Bhubaneswar.
- **Bachelors in Travel & Tourism** - Grade 7.68 from West Bengal University of Technology, Kolkata.
- **Higher secondary in Commerce** - West Bengal Council of Higher Secondary Education

SKILLS

Sales Tools I have worked with :

- Salesforce CRM
- Leadsquared CRM
- Zoho CRM
- V-tiger CRM
- LinkedIn Sales Navigator.
- Apollo & Lusha Extensions

Marketing Tools I have worked with :

- Google Ads (Search, Video, Display, Measurement).
- Mailchimp.
- Meta Business Suit.
- Similarweb & SEMRush

Presentation Tools I have worked with :

- MS Excel
- MS PowerPoint
- Google Slide, Sheets.

Designing Tools I have worked with :

- WordPress & Elementor
- Canva & MS Paint
- ChatGPT Prompt Writer

CERTIFICATION

- **Certified Online Marketing Practitioner** - Digiperform Institute, Bangalore
- **Google Ads Certifications** (Search, Display, Measurement, Video, Privacy and Information security)
- **Certified in SAP ERP Essentials, Sales & Distribution module.**
- **Technology quotient FY 2022-23 (AI, Blockchain, Cloud, Agile & DevOps)** by Plural Sight.