PRANABANANDA ACHARJEE

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# Seeking assignments in Sales & Marketing with an organisation of repute

# SYNOPSIS

* **Over 6 years 10 months** experience in Business Development, sales and marketing, Channel Management, Brand

Management, Client Servicing & Term Management.

* **Presently associated with reliance Broadband as a Sales Executive**.
* Proficient at analysing market trends to provide critical inputs & formulating selling & marketing strategies.
* Leading, training & monitoring the performance of them members to ensure efficiency in sales operations and meeting of targets.
* Experience in implementation of marketing / sales promotion plans for business generation.
* An Out-of –the –box Thinker with a proven track record of increasing revenues, streamlining workflow and creating a team work environment to enhance productively for reputed business house.

# AREAS OF EXPERTISE

## Sales & Markting

* Developing marketing strategies to build consumer prefereence and driving volumes.
* Evaluating marketing budgets periodically including manpower planning initiatives and ensure adherence to planned expenses.
* Providing direction to execute promotions / launches in sync with regional characteristics.
* Building brand focus in conjunction with operational requirements.
* Ensuring maximum brand visibility and capture optimum market shares.

## Business Development

* Development new clients and providing them superior service.
* Managing marketing operations for achieving increased growth and profitability; and initiating market development techniques.
* Conceptualizing and implementing sales promotional activities as a part of market development and brand building exercise.
* Analysing latest marketing trends and tracking competitions’ activities and providing valuable inputs for fine tuning sales and marketing strategies.

## Channel Management

* Evaluating performance & monitoring advertising agencies sales and marketing activities.
* Monitoring agencies sales and marketing activities; implementing effective strategies to maximize slaes.

## Client Relationship Management

* Assessing the customer feedback, evaluating areas of improvements with regular scientific analysis for evolving newer grouth patterns ot the brand.
* Maintaining excellent professional relations with clients to generate avenues for additional business.
* Hending customer centric operations & ensuring customer satisfaction by regular analysis and up gradation of delivery & service quality norms.

# EMPLOYMENT PROFILE

* Since Nov’07 at Reliance Broadband as a Sales Executive (Team Leader).
* January 04 to October 07 worked as a Sales &Marketing Executive in Airtel post paid section.
* January 01 to November 03 in a Garments Showroom as a Senior Sales Executive.
* Worked as a Sales associate in NewPort Jeans Showroom at Bangalore for One Year.

# ACADEMIA

* B.B.A from Newport University in 1999 at Bangalore.
* Passed Higher Secondary Examination in the year 1995.
* Passed Secondary Examination (Madhyamik) in the year 1993.

# COMPUTER KNOWLEDGE

Basic knowledge of Computer- MS Word, Excel & Internet.

* Completed 1year Office Programming from C.M.C Computer Education.

# PERSONAL DETAILS

 Father’s Name : Mr. Nitai Dhan Acharjee

Nationality : INDIAN

 Religion : HINDU (BRAHMIN)

 Date of Birth : 2nd January 1979

 Address : 559/A, Diamond Harbour Road, Behala, kolkata – 700 034.

Hobby : Reading, Traveling, & Listening Music.