**SUMANTA PUSTI**

**Phone: 09874695761**

**E-mail-sumanta\_sd@yahoo.co.in**

**Seeking managerial assignments in Operation/Marketing /Team Management/Management information system in an organization of repute**.

**Professional Summary**

* A competent professional with more than 6 years of experience in managing operations encompassing sales/marketing, business development, customer relationship management & team management in organization of repute.
* Associated with **SMASH (service provider company of “Ananda Bazar Patrika” )...** As **Service Manager;** managed the above functions with demonstrated initiative.
* Demonstrated skills in Marketing & selling of Financial products.
* An Out-of-the-Box Thinker with a proven track record of increasing revenues, establishing networks, streamlining workflow and creating a team work environment to enhance productivity innovatively for reputed business houses.
* Possess expertise in working on any environment with the distinction of exploring new markets for expanding businesses & streamlining operations.
* Excellent communication and relationship management skills with the ability to relate to people at all levels. Ensure customer delight by closing each customer grievance within 24 working hours.

**Core Competencies**

**Sales and Marketing**

* Developing marketing strategies to build consumer preference and drive volumes.
* Evaluating marketing budgets month on month basis including manpower planning initiatives and ensure adherence to planned expenses of the Branch.
* Generating sales leads by doing various types of activities for the profitability of the company & to achieve budgeted billing and maximize conversion ratio for the Branch.

**Team / Customer Relationship Management**

Organizing demonstration of products & training to all the staff to achieve maximum profitability in business & reviewing team as per training imparted, providing guidance and support to the executives through target setting and reviewing measures. Effective Management of Customer Relation Operations and ensuring maximum Customer Satisfaction by providing timely clarification of queries. Interacting & developing rapport with all external/internal constituents of client at all levels; for maximum client retention and achievement of revenues. Ensuring no vacancy should exist for more than 21 days conducting meeting and ensure Plan of Action is implemented; ensuring organization Values, beliefs are adhered. Looking after New joinees, induction training, HR related formalities to be completed on the same day from the date of joining.

**Employer Profile**

## SMASH (service provider company of “Ananda Bazar Patrika” )As Service Manager May2012-to-Till Date.

* Managing the loyalty program of Anada Bazar Patrika “**Club Solitaire**”.
* Partner Acquisition,
* Retaining old Partners,
* Organize Events & Promotions.
* Designing Offers and Deals with consultation with Partner,
* Partner Servicing, Customer problem solving, Competitor analysis (Snap deal, Groupon etc).
* Manages overall service levels of Partners,
* Meeting the proprietors and understanding the way forward for increasing footfalls Resolving Partner complaints, Suggestions, Feedbacks and Issues of Partners are put forward with proper resolutions,
* New Promotional campaigns (Hot Deals ) are designed mutually between Service manager and the Merchant,
* Acts as a mentor for executives for regular partner issues.
* Providing resolution for the same, Act as an one point contact for Partners and ABP
* Handling a team of 16 Executives & Fixing up their beat plans etc.

**INDIAINFOLINE LTD: (INSURANCE BROKING)** as an **ABM (Branch-In Charge) Jul -2011 to Apr–2012:**

* Managing business & profitability of the branch. Recruitment, training & managing a team of 12 PFP & 2 T.O. Manager, 1 Tele Manager, 6 Tele Executive, 1 Receptionist, 1 Admin Executive, 2 Collection Executive & 1 Office Boy.
* Promote Life Insurance, General Insurance, Bonds, Fixed Deposit, Mutual Fund, Equity & each financial instrument as per the requirement of Client’s Portfolio.
* Streamlining the processes of the branch operations for efficient & effective workflow.
* Evaluating Performance & productivity of both Sales & Tele Department.
* Developing marketing strategies in Rural Areas to build consumer preference and drive volumes. Generating sales leads for the profitability of the company through various activities.
* Arrange Customer Awareness Program to educate the people about Necessity of Financial Planning.

**BAJAJ CAPITAL Ltd as a T.O. Manager: [Financial Planning]**

**Oct- 2008 to Jun – 2011:**

* Managing a Team of 10 Personal Financial Advisor and responsible for their monthly target as well as Branch target.
* Promote Life Insurance, General Insurance, Bonds, Fixed Deposit, Mutual Fund, Equity & each financial instrument as per the requirement of Client’s Need.
* Evaluating Performance & productivity of the Executives and help them to get Promotion, Awards & Rewards.
* Regular Training & Mock Session to update them about the Product & Knowledge of Financial market.
* Maintain Relationship with the principle Company & take support from them to fulfill the target & for customer services.

**HDFC BANK Ltd as a Senior Sales Executive :-**

**May- 2007 to Sep-2008:- Salt Lake, Sec -V Branch.**

* To acquire new Customers for **CASA** A/c.
* Source prospects from Open market (Cold Calling, references & other promotional activities).
* Cross- selling and Up- selling of other banking products (Insurance, Bonds, Mutual Fund, NFO’s, Gold, Fixed Deposit, Demat & Trading A/C).
* Organize brand promotions events (kiosks, camps).
* Work as a team and achieve monthly target to generate revenue for the branch.
* Participate in every activity, organized by the branch.

**RELIANCE COMMUNICATION & INFRASTRUCTURE Ltd as a Sales Associate:-**

**Apr- 2006 to Apr-2007:-**

* To acquire new Customers for Broadband & Landline.
* Source prospects from Open market (Cold Calling, references & other promotional activities).
* Worked in both Corporate as well as Individual sales.
* Organize brand promotions events (kiosks, camps).
* Achieve monthly target and work as an active team member to fulfill ASM’s target.
* Coordinating with the Field Engineer & ensure Customer service timely.

**ACHIEVEMENTS:-**

* Qualified consecutively two years as an **Achiever** in Pan India basis at Bajaj Capital in terms of Target Achievement & Knowledge about Financial market.
* Successfully handled the event **“The Telegraph 30 Years Celebration”** & **“The Telegraph Food Festival”**.

**Academia**

**MBA**

**Specialization HALDIA INSTITUTE OF TECHNOLOGY**

**Major (Marketing) Minor (Finance) WBUT’ 2006**

**Project Undertaken: Organization- Keventor Agro Ltd.**

**Project Title: Brand Extaintion Policy & Consumer Satisfaction Level of “FROOTI”**

**B.COM (H) K D COLLEGE OF COMMERCE**

**VIDYASAGAR UNIVERSITY, 2004.**

**Higher Secondary Belda Gangadhar Academy**

**WEST BENGAL COUNCIL, 2001**

**Matriculation Baita M N High School**

**WEST BENGAL BOARD, 1999.**

**Personal Vitae**

**Date of Birth** : 06-February- 1984

**Address**  : ”ALI BHAWAN” 24/A Goalapara Lane

Hindmotor, Hooghly -712233, West Bengal.

**Languages** : English, Hindi, Bengali & Oriya

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