

# SUMITAVA PAUL

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## **SUMMARY:**

An effective communicator possessing excellent presentation and soft skills with honed sales and marketing management , logical and problem solving abilities ,Also recognizedfor successfully meet targets , building high performing teams and nurturing fruitful relationships with customers .

## **ACADEMIC QUALIFICATION**

Year	Institute	Examination	Board/University	Percentage
2016	Bengal Institute of Business Studies	PGPBM + MBA	V.U.	63%
2013	Heramba Chandra College	B. Com (Hons.)	C.U.	62%
2011	Jadavpur High School	XII	W.B.C.H.S.E.	76%
2009	BejoygarhVidyapith	X	W.B.B.S.E	75%

## **SUMMER INTERNSHIP**

**RJ CORP April 2015 - June 2015**

**Purpose:** To understand the South Kolkata market for PepsiCo products to improve sales by solving retailer's problem in different outlets of a route and identify the market pattern for the soft drinks industry

**Method:**

- Visited different non-buyer and buyer outlets in a route of South Kolkata divided into three sub routes
- Maintained track record of daily sales report and noted down all the soft drinks non buyer and buyer outlets
- Visited retailers and understood their problems regarding products to develop a report

**Learning:**

- Learnt in detail about the PSR system and distribution channel over South Kolkata
- Understood the consumer perception towards PepsiCo beverages
- Learnt to merchandise VC cooler of PepsiCo beverages in respect of different stock keeping unit

## **WORK EXPERIENCE**

1. **COMPANY: NESTLE INDIA PVT. LTD.**

**Duration: Feb 2016 – March 2019**

**DESIGNATION: SALES OFFICER**

**LOCATION : MIDNAPORE & KOLKATA**

**JOB ROLE:**

- Achieve sales target every month.
- Make plan & initiatives for developing my territory.
- Sales target projection quarterly for giving double digit volume as well as value growth.
- Motivate sales team.
- Monitoring NCVP outlets (nestle corporate visibility program me) , To gain at least +5% growth over Non program outlets.
- Awarded Super achiever award for best visiblity for howrah market .
- Convert 5 bakery and confectionery mainstream outlets of bakery channel( sugar and spice , Kathleen , krazzy for waffles ) to penetrate chocolate and confectionery category(mainly kitkat) at kolkata region as aresult whopped + 30% growth over last month on chocolate category .
- Organize fruitful maggi khelgadi activity at 20 schools in east midnapore and chandrakona to aware people the maggi is safe , as a result whopped +24% growth over last month on noodles category .

## 2. COMPANY : VODAFONE IDEA LIMITED

Duration: May 2019- AUG 2020

DESIGNATION : TERRITORY SALES MANAGER

LOCATION : SAMBALPUR-ORISSA

JOB ROLE :

- Driving customer market share by driving prepaid activations to increase share of gross ads through retailers.
- Driving revenue market share by ensuring recharge availability by increasing the retail width.
- Appoint 2 new DBR in sambalpur main town and outskirts of my territory.
- Zonathon winner of Q2.
- Driving the basic sitewise distribution parameters such as channel partner management, DSE productivity and channel satisfaction.

## 3. COMPANY : BYJUS

DESIGNATION : BUSINESS DEVELOPMENT MANAGER

Duration: sept 2020- PRESENT

LOCATION : KOLKATA

JOB DESCRIPTION :

- This is a managerial role in an employee-oriented, high performance environment that emphasizes on spreading the BYJU's unique way of learning in india, The role will start with contacting potential customers (parents and students) to set up meetings, counsel the students on learning pedagogies and the BYJUS personalised learning journey.
- Contacting potential clients/trainees via email or phone to establish rapport and set up meetings
- Attending conferences, meetings, and industry events
- Preparing PowerPoint presentations and sales displays
- Developing sales goals for the team and ensuring they are met
- Training personnel and helping team members develop their skills
- Conduct minimum 2 video sessions/day with every associate to close 3-4 sales to achieve minimum 50000 wrps .
- Achieving the weekly targets in a high pressure performance driven environment .
- Intensely following up with prospects and closing the sales cycle .

## KEY PROJECTS

- **Big Day Sales Project** – Worked as a sales executive of Dabur FMCG products and looked after the sales of alcove big bazaar by providing highest sales compared to big days held earlier at alcove big bazaar
- **Brand Wars**– Developed an innovative marketing strategy to make successful launch of a product in the market by going through all the steps of market research, product design, pricing strategy and promotional strategy

## ACHIEVEMENTS

- Three times inter school champion in recitation
- Awarded Merit scholarship for performing well in Higher Secondary Examination by Government of W.B.
- Awarded 3rd position for a financial project with Aditya Birla Group during graduation

## EXTRA CURRICULAR ACTIVITIES

- Worked as a freelancer of different event organizations
- Conducted value education workshop organized by Ramakrishna Mission of Culture
- Participated in OLE (outbound learning expedition) to enhance teamwork ability in a disciplined manner

## OTHER INTERESTS

- Travelling
- Singing
- Gymining