



AT A GLANCE

Deliver unique blend of business acumen, industry & solution expertise with the sales, delivery, and operational execution, to Drive Business Growth and Winning Results internally I am known for my Innovative thinking, Creativity, & 'no-nonsense' ROI-driven brand campaigns.

As a marketing manager, I am ever ready to roll up my sleeves to deliver the desired ROI.

Backed with the experience of handling some of the best-known brands, I am confident of handling any brand in any given product category. and for customers

Strategic-relationship/partnership-building skills -- listen attentively, solve problems creatively, and use tact and diplomacy to find common ground and achieve win-win outcomes

Skilled at building a strong bond with each prospect and customer -- from lead generation to close and beyond -- through a consultative, solution-based approach

CORE COMPETENCIES

- Strategic Sales & Marketing
Business & Revenue Growth
Brand Management
BTL / Promotions / Advertising
Budget Management
Team Leadership
Product Strategy & Management
Business Development
Media Planning
Public Relations
Market Research & Penetration
Customer Relationship Management
Channel Management
Projects Sales
B2B / B2C Marketing
Bidding / E-tendering
Tender Documentation and Submission
Competitor Analysis
Go-To-Market Strategy



ACADEMICS

2012: M.B.A. (Marketing / International Business) from Amity University
2009: B.B.A. (Honours) from Pailan College of Technology & Management, Kolkata

Certifications: Digital Marketing (SEO/SMO/ Social Media Marketing) and Advanced Excel Certification

PERSONAL DETAILS

Date of Birth: 3rd January 1987
Languages Known: English, Hindi, and Bengali

OVERVIEW

Accomplished Sales & Marketing Professional I am known for my Innovative thinking, Creativity, & 'no-nonsense' ROI-driven brand campaigns.

As a marketing manager, I am ever ready to roll up my sleeves to deliver the desired ROI.

Backed with the experience of handling some of the best-known brands, I am confident of handling any brand in any given product category.

CONTACT

+91-7980034421 | mukherjeesayan50@gmail.com | Kolkata, India

Linkedin: /sayan-mukherjee-880b9b57

PROFILE SYNOPSIS

Decisive, Strategic & Performance Driven Sales Trailblazer with over 8 years of enriched experience in Sales & Marketing, Business Development, Key Account Management, Revenue Growth, Product Management and Team Leadership
International Markets Exposure: Handled customers from Sri Lanka, Nepal, Middle East, and Bangladesh
Proven track record of instituting high-impact sales tactics/programs, generating new business, growing revenue, and improving profitability & market share
Instrumental in pitching technically complex proposals, products, concepts and solutions to a wide variety of audiences
Deft in defining sales & growth strategy towards key customers while aligning with critical sales business objectives, identifying opportunities, building credibility with customers, and utilizing product knowledge to deliver the value proposition to the customers
Champions channel sales & distribution strategy to achieve segment-wise targeted sales volumes, state & city-wise market shares, reach, and coverage objectives
Effective Leader with skills in leading a large team to build prospects and manage their part of the pipeline, and moved those prospects through the complex sales cycle to closure
Personality Traits: Communication, Negotiation, Persuasion, Leadership, Perseverance, Motivation, and Problem Solving

NOTABLE ACCOMPLISHMENTS

- Elevated sales & customer review rating by 80000 points in 2020 at Beijing Shougang Corporation Ltd.
Amplified 23% annual growth in sales revenue for easier automation against the competitor's growth rates
Recognized with the Best Marketing Excellence Award thrice at Beijing Shougang Corporation Ltd. for launching Home Appliances products in Indian markets and appointing distributors in Kolkata, Assam & Mumbai region
Slashed cost by INR 2,00,000 with tactical procurement by arranging an exhibition in different states
Accomplished 70% success rates turning cold leads into customers

CAREER OUTLINE

Relationship Manager @ Narayana School | Feb'21-Apr'21

Managed the top & bottom line of the assigned branch/territory. Owned and exceeded annual admission targets within assigned territory as well as met the sales/revenue benchmarks set for the branch.

Key Deliverables:

- Sales Leadership: Conceived & implemented strategies to convert the walk-ins into admissions for the class 11 & 12; ensured the achievement of admission target as per the set plan for the zone
Customer Success: Governed delivery of Customer Success Plans; identified opportunities and drove initiatives for improving the effectiveness of Customer Success

Relationship Management: Built & maintained strong, long-lasting relationships; interacted with students/parents to understand their requirements and counselled & guided them with the right career options; resolved queries of parents and students
Promotions: Planned & executed seminars/workshops in colleges to meet admission targets
People Builder & Leader: A strong leader of people with exceptional motivational and managerial qualities with the ability to influence discussions and decisions as well as articulate and deliver sales strategy across to a team that delivers sustainable and profitable growth

Relationship Manager @ Velarudh Infotech Pvt. Ltd. | Oct'20-Feb'21 (IT & Digital Marketing Products)

Handpicked to successfully grow and direct the company by drawing on past experiences to contribute new ideas and approaches. Owned responsibilities of new business growth by being In-charge of conversion of leads received through various marketing channels.

Key Deliverables:

- Meeting clients
- Maintaining client relationships
- Responding to all new sales enquiries
- Creating new clients and business
- Solving all client problems
- Attending meetings and conferences
- Digital Marketing
- Email Marketing
- Preparing company presentation
- Creating marketing strategy for the company

Marketing Manager @ Beijing Shougang Corporation Limited | Aug'17-Sep'20 (consumer household products)

Provided guidance and leadership to administer sales & marketing activities and implemented all plans & strategies for developing business and achieving the company's sales goals.

Key Deliverables:

Channel Management: Identified & appointed new dealers and set up distribution channels in local areas; administered primary/secondary/tertiary sales in the channel; monitored display area and organized regular training of salesperson of franchisees, distributors & dealers
Sales: Supervised the complete sales cycle and ensured the achievement of sales targets of the area; regularly monitored sales figures and product mix of the customers/regions
New Product Development: Introduced new products and provided feedback about the product demand, market trends & product quality issues to the Product Management Team
Business Development: Communicated with Architects/Interior Designers and High-End Builders/IBs/Villas for generating business
Promotions: Offered special prices or schemes with approval of National Manager Appliances
Market & Competitive Intelligence: Analysed market trends & dynamics and competitor behaviours; improved reach through competition and territory mapping, sales strategies, and schemes
Collection / Billing: Managed the collection process so that receivables are accrued within the prescribed time frames
Reporting & Documentation: Prepared & forwarded consolidated monthly activity reports for each region to the Leadership Committee
Escalation Management: Applied a keen customer-centric approach in resolving all customer queries and complaints by analyzing their problem and providing proper solutions

PRIOR EXPERIENCE

Marketing manager @ Essar Automation Pvt. Limited | May'15-May'17 (consumer durable products / Oem Products / Industrial sales)

E tendering Executive @ Plastic Abhiyanta | Jan'13-Feb'15 (complete e tendering procedure online & offline / finding suitable tender)

Back-office executive @ A.R.B. Shipping Co. | Jun'09-Sep'10