

SUDIP KUMER DEY.
Contact 9330950361
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CAREER OBJECTIVE

Driven by the thought of providing my experience in sales, I am looking forward to an opportunity that would stimulate me into realizing my true capabilities and in the process contribute to the organizational and self growth.

CAREER SUMMARY

Rich experience in sales and marketing and channel management with market leader organizations.

Experienced in developing and executing brand, sales and distribution strategies for complete market coverage.

Accomplished at sales forecasting, planning and budgeting.

Proficient in implementing control measures for effective cost and profitability management.

Ability to work closely with distribution partners for revenue growth and in training their manpower.

Consistent performer and winner of awards and recognition.

RB Diagnostic Centre Lake Town
Diagnostic NABL Lab.
B2B Business Marketing Executive
Responsibility B2B Marketing (Commission Base)
Since 18-04-2025 Til Date 20-07-2025

Mas Medi HealthCare
Diagnostic Lab Service
RAIMA MEDITEC PVT LTD
www.masmedi.com
203, Sureshwari Techno ITI Park, New Link Road.
Next to Times Square , Borivali (W), Mumbai 400091.
Since 25-08-2023 To 15-01-24

Responsibilities

Field Sales Exclusive

Responsibility to Onboard of Diagnostic Centers, Nursing Homes, Hospitals from the Respective Are out Labs, Hospitals, Nursing Homes & Fixed Meeting with Doctors, owners, managers or Concern Passion Convincing our Proposal tai up with Credit Business Process.

WORK EXPERIENCE

**Bornfree fashion Pvt Ltd
Diamond Heritage Building.
16th Stand Road. Kolkata
Since 12.08.2022 To 30.04.2023**

Responsibilities

**Field Sales officer
Retail franchise Channel
Retail franchise model.
B2B offline mode
State to State Pan India Marketing
International and domestic Garments exhibition Representation**

WORK EXPERIENCE

**Field Sales officers
Reliance Retail Limited (B2B Ajio Business)
5th floor Court House Lokmanya Tilak Marg .
Dhobi Talao,Mumbai 400002
Maharashtra. India
Since 31.05.2021 to 05.05.2022**

Responsibilities

**Identifying potential MBO dealers of the Eastern Zone.
Product sampling and order collection.
Ensure proper brand campaign/promo/offer implementation at dealer point.
Reporting to the Branch manage**

WORK EXPERIENCE

**Field Sales officers
Raymond Ltd (Suiting Division)
Retail Hub Solutions Lid.
Porkhran Road No 1 Jekegram Thana.
Maharashtra 400606 India.
Area West Bengal /Orissa/North East
From 3rd July 2017 to 04th April 2020.**

Responsibilities;

**Planning number and location MBO Store.
Planning Promotional activities and Estimated Budget.
Maintain retail standards as per Brand guidelines.
Responsible for the Agents Distributors and dealers network Development.
Reporting to the Branch Manager.**

WORK EXPERIENCE

Field Sales officers

Zodiac Clothing Co Ltd.
97 Park Street Kolkata 16
Executive sale. (MBO)
Area Kolkata & Rest of Bengal.
Since; 3rd June 2013 to 3rd May 2017.
Responsibilities;

Managing the entire product portfolio for the territory comprising west Bengal.
Developing and executing strategies and business plans to increase revenue
profitability and market share.
Accountable for managing the sales and marketing operation of the Branch and
generating revenue.
Maintain the demand supply and merchandising of the product.
Responsible for achieving primary and secondary product wise sales targets of the
company through the sales.
Track competitor activities on an ongoing basis and strategize to achieve a leading
edge in the market share.
Coordinating with the distributors for smooth and proper dispatches CDC.
Payment collection, account reconciliation.
Adhering system compliance.
Reporting to the Branch manager

WORK EXPERIENCE

Field Sales officers
Raymond Apparel ltd {Parx}
Retail Hub solution ltd
Pokran Road No 1 Jekegram,
Thana, Maharashtra 400606 India,
Area West Bengal (MBO)
Senior Sales Executive,
Since 1st Jan 2011 to 1st May 2013.

Responsibilities.
Exploring business potential, opportunities and clientele to secure profitable
business volumes.
Responsible for achieving primary and secondary sales targets of the company
through the sales team.
Accountable for managing the sales and marketing operation of the region and
generating revenue.
Coordinating with warehouse and Distributors for smooth and proper dispatches.
Driving marketing initiatives to achieve business goals and managing the frontline
sales team.
Conducting competitor analysis by keeping a close view of market trends to achieve
matrices.
Interact regularly with franchisee dealers to evaluate possibilities in expanding the
number of stores, submit reports to the management for business potentials

**evaluation and attend new store dealer landlords opening in order to ensure that business has an increasing footprint.
Reporting to the Branch Manager.**

WORK EXPERIENCE

Field Sales officers

Raymond Apparel Ltd.

Selling Agents (Parx)

P.Coomar & Co.

Area: Rest of Bengal. (MBO)

Since: 10th July 2006 to 31st December 2010.

Responsibilities.

Identifying potential MBO dealer in west Bengal.

Payment Collection.

Product sampling and order collection.

Ensure proper brand campaign /promo/offer implementation at dealer point.

Store staff training and development.

Restructuring or framing new deals for channel partners to make business more profitable.

Improve the visibility and visual appeal of the showroom dealer point in line with brand image,

Increase the dealer network base.

WORK EXPERIENCE

Field Sales officers

S.HARALALKA.

PEPE JEANS LONDON.

Distributors West Bengal.

Area West Bengal. (MBO)

Since: 1st November 1997 to 21st February 2006.

Responsibilities.

Designing and implementing innovative and focused region specific promotions and advertising for brand building.

Analyzing dealer accounts and setting credit limits ensures timely billing and controlling the outstanding.

Developing market intelligence to benchmark distribution systems and track the competition.

Attained the assigned targets form sales of PEPE JEANS LONDON through the distribution channel.

Responsible for achieving primary and secondary sales targets of the company through the sales team.

Accountable for managing the sales and marketing operation of the region and generating revenue.

Looking after the sales, promotion and advertisement for the brand PEPE JEANS LONDON. Track competitor activities on smooth and proper dispatches.

KALYANI ASSOCIATES

Distributors West Bengal. (MBO)

Arvind Fashion Brand.

LEE JEANS, WRANGLER JEANS, ARROW INNERWEAR.

Since: 1st Feb 1995 to 2nd Aug 1997.

Responsibilities.

Initiating and managing relationships with key decision makers in institutional accounts.

Expanding the distribution network to untapped and underdeveloped markets. Implementing incentive schemes to motivate the dealers and supporting them in attaining return on investment through sales planning, marketing support and employee training.

EDUCATION

Name Examination	Board	Year	Percentage	Division
Secondary	C.B.S.E	1993	48%	2nd
Higher Secondary	C.B.S.E	1995	58%	2nd
B.Com	IGNOU	2017	54%	2nd

IT SKILLS

SKILL TYPE	SKILL NAME	PROFICIENCY	USING SINCS
TOOLS/OTHER	MS-OFFICE 2008	EFFICIENT	2000
OS	WINDOWS	EFFICIENT	2000

PASSION

Reading, watching movies/making friends, net surfing

SKILLS

***Committed and having high energy levels..**

***Fluency in Hindi, English, and Bengali languages.**

PERSONAL DETAILS.

Contact Address.

Sudip Kumar Dey

C/O Late Ex Sub Major Hony Captain

Sudhir Chandra Dey

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Dist -24 PGS (N) ,Police Station Novapara

Pin 743122. (Near Chatona club)

Date of birth 10-06-1976.

