

Debojyoti Ghosh

A professional who is...

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Visionary and a critical thinker

Inquisitive by nature and known as a trouble shooter

Passionate about improving processes and people

Profile Summary:

Accomplished and integrity-driven professional, offering over 7 years of experience of handling sales & customer relationship. Recognized as a team player with strengths in consistent achievement of challenging targets, mentoring and building powerful teams of junior executives. Seeking to leverage expertise in a resource-constrained environment to create impactful outcomes and support company growth.

Key Skills:

Communication: Excellent verbal and written communication skills to articulate client needs and explain complex solutions effectively.

Negotiation and Persuasion: Skilled in negotiating contracts, pricing, and terms while fostering trust and maintaining relationships.

Strategic Thinking: Ability to think and plan long-term, setting objectives that align with the company's goals and the client's needs.

Analytical Skills: Strong analytical abilities to interpret client data, assess account performance, and make data-driven decisions.

Problem-Solving: Strong troubleshooting skills to address and resolve issues proactively and efficiently.

Customer-Centric Focus: A genuine commitment to understanding and meeting client needs, ensuring high levels of satisfaction and loyalty.

Data Analysis: Analyzing campaign performance, customer behavior, and metrics to refine strategies.

Market Research: Conducting research to understand the target audience, market trends, and competition.

Project Management: Ability to manage timelines, resources, and cross-functional teams to execute campaigns effectively.

Creativity & Innovation: Developing unique and innovative ideas to stand out in a crowded market.

Budget Management: Allocating and managing budgets to optimize ROI on marketing campaigns.

Leadership & Team Building: Guiding and inspiring a team to achieve marketing objectives.

Career History & Key Accomplishments

Patanjali , Kolkata, December 2024 – Till date (Sales & key account executive)

- Achieving daily business target of sales and retailer activation.
- Collection of credit from retailers.
- Filing regular report on sales and other update
- Developing Retail Relationships.
- **Sales Strategy and Execution.**
- **Inventory Management.**
- **Retail Merchandising.**
- **Develop and maintain strong, long-lasting relationships with key clients, acting as their main point of contact.**
- **Develop strategic account plans, outlining goals, action plans, and growth opportunities for each key account.**
- **Identify opportunities within existing accounts to upsell or cross-sell products and services, aiming to increase the revenue generated from each client.**
- **Understanding Client Needs, Collaboration**
- **Problem Solving, Negotiation.**
- **Handling objection.**

Unilever (Smollan Pvt Ltd), Kolkata, August 2023 – November 2024(Sales & key account executive)

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- Achieving daily business target of sales and retailer activation
- Achieving monthly target of new retailer acquisition
- Onboarding of the retailers including providing credit facility
- Collection of credit from retailers
- Troubleshooting and solving issues faced by retailers
- Providing market feedback to Jio Mart regarding competition rate and product demand
- Acting as mentor to junior executives
- Filing regular report on sales and other updates

Reliance Jio Mart (Quess Corp Ltd), Kolkata, February 2021 – July 2023

- **Customer Service Executive**
 - Handling in-bound customer calls
 - Troubleshooting and query resolution of customers
 - Ensuring adherence to quality standards

- Filing regular reports on daily activities

Achieving daily business target of sales and retailer activation

Earlier Career:

- Aegis BPO Ltd, Salt Lake, West Bengal, Jul 2018 – Feb 2019, as Customer Service Executive
- Intelenet Global Service Pvt Ltd, Kolkata, Dec 2017 as Customer Service Executive

Academic Qualifications

Post Graduate Diploma in Business Management

Narsee Monjee Institute of Management, Kolkata, 2022-till date
Specialization – Retail Management

Bachelor of Commerce

Bhairab Ganguly College, Netaji Subhas Open University, Kolkata, West Bengal, 2018-2021
Specialization – Accountancy

Other Qualifications/Certifications:

- Tally ERP 9 (Brainware University)

Personal Details

Date of Birth: 27th May, 1994

Gender: Male

Marital Status: Unmarried

Linked-in- <https://www.linkedin.com/in/debojyoti-ghosh-95228a334>

Current Residential Address

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West Bengal

Permanent Residential Address

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