

Shaswata Mitra

70, B.K. Bose, Baisali Park, Bhuban Mohan Roy Road, Kolkata-700008

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SALES & MARKETING PROFESSIONAL

Having a successful career of near about **1 Year**, seeking an **entry level** position in the organization that provides me ample opportunity to explore & excel in the field of **Marketing & Sales** while carving out the niche for personal, professional as well as organizational goals.

SUMMARY OF SKILLS

- Qualified individual accented with the latest trends and techniques of the filed with the determination to carve a successful and satisfying career in the industry.
- Served at ***Pasa Resources Pvt Ltd*** (Authorized distributor of **TATA Steel**).
- In-depth knowledge of various **Business Environment** with keen acumen to **analyze and understand Business requirements, Customer-value maximization, developing new business processes and Revenue streams.**
- Armed with a clear understanding of the **market dynamics**, with thorough knowledge of **Marketing, Market Research, Channel Management, Business Development, Distribution Management, Channel Sales, Customer Relationship Management, Competitor Analysis, Brand Management, Product Promotion and Strategic Business Plans and Policies** to ensure organizational growth.
- Technically skilled with the basic knowledge of **computer hardware, software and office automation tools.**
- Effective **team player** with **good communication skills** and presentation skills with the ability to perform.

PROFESSIONAL EXPERIENCE

Pasa Resources Pvt Ltd

Marketing Manager

Job Responsibilities:

- Visiting dealer's site and checking work progress.
- Collecting orders from dealers, dispatch materials from yard stock (Gamharia PRPL) with the approval of logistics department and supply materials as per dealers requirement.
- providing construction solution to the customer taking Tata tison from the authorized dealer of PRPL

- Some PPA (*Product planning activity*) to be done like *Ask Expert, Consumer Meet, Mason Meet, Contractor Meet*.
- Conversion to be done like other steel brand to Tata tisco by visiting the site.
- Excellent knowledge of convincing to dealer and customer with having a good communication skill.
- Appointing new dealer & maintaining the network.
- Achieving the monthly & quarterly targets, assigned by the management.

EDUCATIONAL CREDENTIAL

B.TECH (Civil), 2015

Maulana Abul Kalam Azad University of Technology (70.7%)

HSC 2011

W.B.C.H.S.E (67%)

SSC 2009

W.B.B.S.E (80.25%)

Technical Skills

MS Office, Internet Application, Computer Basics

PERSONAL DETAILS

Date of Birth : 11th October, 1993

Fathers Name : Debashis Mitra.

Language Proficiency: Hindi, English & Bengali.

Interest & Hobbies : Drawing, Surfing Internet, Cooking, Gardening.

Religion : Hinduism

Marital Status : Single

Thanking You

Shaswata Mitra