**TIRTHAPRATIM**

**C/o-Contact: +971505891826| E-Mail:** [tirthapratim.339558@2freemail.com](mailto:tirthapratim.339558@2freemail.com)

**SALES, MARKETING AND BUSINESS DEVELOPMENT PROFILE**

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* **Dedicated professional** with **nearly 7 years**of experience in sales planning and management, business development and client servicing expertise to deliver sales results.

**◼PROFILE SUMMARY**

* **Seasoned management professional** with deep industry expertise and experience in pursuing market opportunities and applying forward thinking skills to deliver measurable and valueadded results.
* Expert in leading cross-cultural teams to achieve organizational goals / objectives and strategic direction across business functions.
* Adept in interfacing with **key clients from various sectors** for understanding their requirements, cultivating relations and securing repeat business.
* Skilled with new sales and marketing techniques for acerbating business growth.
* Meritorious professional record, achieving professional and organizational success in every endeavor; effective communicator, and problem solving skills, ability to relate to people at any level of business and management.

**CORE COMPETENCIES**

Sales & Marketing | Business Development | Market Research | Promotion & Advertising | Networking, Distribution& Communication | Client Relations | Customer Support | Team Management

**◼PROFESSIONAL HIGHLIGHTS**

* Increasein:
* Sales figures from an average of 14000 USD to 27000 USD per month and thus achieved an average of 85 percent of the target month by month.
* Online sales from minimum of 750 INR per customer to 1450 INR.
* Achieved target 2 times at an achievement rate of 110 percent.
* Significantly provided quotes and released images and footages on public holidays so as to retain clients.
* Contributed in retainingmembers on the verge of termination, thus improved attrition rate.
* Handled thesister concern sales team off role in the previouscompany.

**◼EMPLOYMENT CHRONICLE**

**123RF India, Hyderabad as Team Lead-Marketing and Sales (Jan 2015-Oct 2016)**

**Responsibilities:**

* Managed sales and marketing activities and implementing comprehensive marketing plans covering the target market for multiple locations.
* Devised and implemented strategies for the team to reach and to develop the necessary skills and competencies required for the role.
* Maintained strong relations and business control posture with zero tolerance of violations as per business conduct guidelines while ensuring adherence to business integrity and business conduct guidelines.
* Developed healthy relationships with key account’s decision-making andworked closely with the business development or delivery teams to provide specific input to the customer.

**ALC India, Hyderabad as Project Manager-Marketing (Jun 2014-Dec 2014)**

**Responsibilities:**

* Established retail store for the community in Hyderabad as well as exhibitions to create consumer awareness.
* Involved with communities, artisans and community partners.
* Developed and followed the implementation of policies and procedures to ensure that the company complies with other statutory regulations.

**Ahsan Technologies, Chennai as Business Development Executive (Nov 2013-Apr 2014)**

**Responsibilities:**

* Managed and increased sales and business mix from individual clients along with developed clients.
* Effectively communicated with clients via telephone, face-to-face and written communication to gain commitment to purchase.
* Provided full knowledge of all products, relevant selling points and benefits.
* Interfaced with sales procedures and supported team to ensure proper roll out and continued customer satisfaction with ease.

**ShriMuthu Engineering Company, Coimbatore as Marketing Manager (Feb 2010-Oct 2013)**

**Responsibilities:**

* Liaised and networked with a range of stakeholders including customers, colleagues and suppliers, communicated with target audiences and managed customer relationships.
* Sourced advertising opportunities and managed the production of marketing materials, including leaflets, posters, flyers, newsletters.
* Maintained and updated customer databases and conducted market research such as customer questionnaires and focus groups.
* Studied competitors' products and services and explored ways of improving existing products and services, and increasing profitability.
* Contributed to and developed marketing plans and strategies and identified target markets and developed strategies to communicate with them.

**◼SCHOLASTICS PORTFOLIO**

**MBA-HR & Marketing** from Sri Ramakrishna Engineering College 2010

**B.Com.-Computer Applications**from Kongunadu Arts and Science College 2008

**◼ACADEMIC ATTAINMENTS**

* Ranked Student Representative throughout school and college.
* Captained various sports events and other cultural activities.
* Hosted Inter-City Sports Matches along with management of the event and sponsorships.
* Represented College in quiz competition at IIM, Kozhikode.
* Awarded with ‘Best Student’ Award in Search Engine Optimization course.

**◼PERSONAL DETAILS**

**Date of Birth:**01-12-1985 **| Language Proficiency:**English Hindi, Bengali and Tamil

**Notice Period:** Immediate | **Location Preference:** Hyderabad

***~ References shall be furnished upon request ~***