

# Souradip Mondal

## Sales & Marketing Professional

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## OBJECTIVE

Detail-oriented, dynamic Professional with **over 4+ years of qualitative experience** in **Channel Sales, Distribution Management, Supply Chain & Logistics Management**; targeting assignments at **mid-senior level** in **Strategic Marketing / Sales & General Management** with an organization of high repute preferably in **West Bengal**

## PROFESSIONAL SYNOPSIS

- Successful Marketer offering over 4+ years of career in leveraging innovative approach for driving high gain sales & marketing engagements, with expertise in Dealer & Distribution **Channel Management, Digital engagement & Marketing Management**; excels in executing the organization's knowledge to ensure strong engagement with key stakeholders
- Impressive success in delivering outstanding sales & business growth outcomes in highly competitive markets of South Bengal
- Excellence in developing & implementing innovative advertising & marketing strategies across various channels that fuelled market-place presence, revenue growth, customer acquisition, brand visibility, market share, penetration and revenue
- **Hands-on experience in Team Management & administration**; team supervision of 16 CE in Berger Paints & 3 SSA in J.K Cement Limited
- Excelled in performing activities such as product pricing, product strategy and analysis, product positioning to target consumers, sales development, competitive analysis, and Connecting influencers digitally among others
- Skilled in distinguishing the company from competitors, converting deals into business and creating a win-win situation & foundation for long term client retention
- **Pursuing Executive Programme in General Management from IIM, Calcutta**; for better understanding Digital **transformation** and changing environment of market and Economy.
- A skilled communicator and negotiator capable of interacting & influencing people-cutting across hierarchical levels in an organization

## ORGANIZATIONAL EXPERIENCE

<p><b>J.K. Cement Limited</b> (Kharagpur) (2021 – till )</p> <p>➤ <b>Senior Marketing Executive</b></p>	<p><b>Key Result Areas:</b></p> <ul style="list-style-type: none"><li>• <b>Managing Sales &amp; Marketing including developing strategic business plans</b>, ensuring overall profitability, revenue growth, maximum market penetration, sell-through and client satisfaction</li><li>• Expanding business across South Bengal; including planning, analysing and developing strategic cluster for business</li><li>• <b>Conceiving &amp; developing efficient &amp; intuitive marketing strategies</b>; conducting market research and analysis to evaluate trends brand awareness and competition ventures</li><li>• Expanding channel business by sourcing new partners and maintaining efficient business relationships with existing partners to enhance profitability of business operations</li><li>• <b>Strategically managing &amp; growing distributor relationships</b>, evaluating their performance region by region and identifying opportunities to seek deeper market penetration</li><li>• Working with the sales team to <b>develop targeted sales strategies</b>; tracking sales data to <b>ensure the company meets sales target</b></li></ul> <p><b>Highlight: Lead a team of 3 members and monitored their performance</b></p>
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<p><b>Berger Paints India LTD</b> (Durgapur)- (2017 – 2021 )</p> <p><b>Growth Path:</b></p> <ul style="list-style-type: none"> <li>➤ <b>Sales Officer Trainee</b> (2017-2018)</li> <li>➤ <b>Senior Business Development Officer</b> (2018-2021)</li> </ul>	<p><b>Key Result Areas:</b></p> <ul style="list-style-type: none"> <li>• Developed strong market knowledge of existing &amp; potential clients and ensured business growth opportunities aligned to company’s strategic plans; provided in-depth analysis of markets, industry trends, competitors and clients to improve strategic planning &amp; decision making</li> <li>• <b>Channel Sales &amp; Marketing:</b> White Cement &amp; Bi products; monitoring channel sales, marketing &amp; operational activities; implementing strategies to maximize channel sales and increase in channel business</li> <li>• <b>Digital Marketing activities</b> like engaging influencers through Facebook page, running <b>contest</b> over Facebook. Transforming training development in virtual platform for painters and contractors.</li> <li>• Associated with project for converting competition through Digital Platform to fill the gap. Through <b>Collaboration of HO Digital marketing Team.</b></li> <li>• <b>Collaborate with assigned sales representative</b> to develop an overall territory account plan to maximize opportunities and generate sales activity with customers &amp; partners</li> <li>• <b>Lead negotiations, coordinated complex decision-making process,</b> and overcame objections to capture new business opportunities</li> <li>• Performed Supply Chain and Logistic Management for smooth gift distribution</li> <li>• <b>Conducted Corporate Social Responsibility (CSR)</b> activities like RPL and iTrain on wheels (mobile painter education academy)</li> </ul> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• <b>Managed a cross functional team of 16 members and monitored their performance</b></li> <li>• <b>Received following award:</b></li> <li>• Best BDO 2020 award for GM and RM</li> <li>• Berger GM Award 2019 for Best Secondary business achievement and Lead Conversion in East Region</li> <li>• Mega Star Award (2019 &amp; 2020) for achieving highest advertising lead conversion within a period</li> </ul>
<p><b>Cypress Money</b> (Dehradun) ( 5<sup>th</sup>May to 8<sup>th</sup>July 2016)</p> <ul style="list-style-type: none"> <li>➤ <b>Internship-Marketing Intern</b></li> </ul>	<p><b>Key Result Areas:</b></p> <ul style="list-style-type: none"> <li>• Experienced a <b>start-up culture</b> and customer relationship manager for clients</li> <li>• Increased 0.2 times traffic over website via <b>Digital marketing.</b></li> <li>• Achieved organization given sales-target during internship period</li> </ul>

## EDUCATIONAL QUALIFICATIONS

Qualification	School/College	Board/University	Passing year	Percentage/CGPA
<b>Executive Programme in General Management</b>	IIM Calcutta	Indian Institute of Management ( Calcutta)	2022	Pursuing
MBA (Marketing)	KIIT School of Management, Bhubaneswar, Odisha	KIIT University	2017	7.63
B.Tech (EE)	BIET, Suri, West Bengal	WBUT	2015	7.58
XII	Rampurhat Jitendralal Vidyabhaban	WBCHSE	2011	68.85%
X	Rampurhat Jitendralal Vidyabhaban	WBBSE	2009	84%

## INTERESTS / EXTRACURRICULAR ACTIVITIES

- Participated in **Operation management** and **Wealth management** workshop conducted by Purple Squirrel Eduventures.
- **Marketing society** (KRAYA) activity at KIIT University 2017.
- Participated in the workshop on Cyborg-The **Robotics Workshop**, Conducted by KYRION ROBOTICS CLUB, IIT Kharagpur.
- Participated in BIET annual Technical Festival (PRAYOG) in the 'Model & Project' (2012) and in the Dynamic Model competition (2013).
- WBPDC: **Operation-Maintenance**-Utility services, Bakreswar Thermal Power Project, Dec2013 till Jan 2014.
- Associated with StartUp in eCommerse platform.
- Picked up Interest in Stock market and Digital Platforms ie eCommers.

## TECHNICAL SKILLS

- MATLAB simulation, C++, Java, Google search Word, Office, Excel Analysis, Forecasting.

## DECLARATION

I hereby declare that the all information furnished above is true to the best of my knowledge and belief.