

Personal Details:

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Career Objective:

- Help understanding consumer behavior using analytical tools to make data driven decisions for better outcome.
- Optimize the marketing effort of my organization using analytical abilities.
- Identify opportunities in terms of product, pricing, advertising, marketing budget and overall strategies influencing Decision-making.

Key Skills:

Selling, Analytics, Marketing Analytics, Digital Marketing, Critical Thinker, Good communication, Self-driven, enthusiast, goal-oriented, effective planner and leader.

Qualification:

Institution

Board/University

**Secondary(X) & Higher secondary (XII)
ST. HELEN**

I.C.S. E

**Bachelor of Business Administration (B.B.A Hons.)
B.G.E.S**

Calcutta university

**Executive Program in Strategic Digital
Marketing & Analytics**

IIM ROHTAK

Company Briefing: *JS Motor is a Kolkata based, pre-owned automobile Dealership company. It deals in both private and commercial vehicle. It has finance option available with lesser interest rates. It even ensures repair and maintenance service after sale.*

Work Experience:

<i>Designation assigned:</i>	<i>Company</i>
<i>Sales Executive (2015-2017).</i>	<i>JS Motor</i>

<i>Key Account Manager (2017-2018).</i>	<i>JS Motor.</i>
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Job Briefing: (sales executive)

- *Generate new leads through posting ads and external links.*
- *Cold calling.*
- *Timely follow up with the potential customers.*
- *Catering the needs.*
- *Updating the stocks of cars based on bought and sold.*
- *Ensuring finance of the cars.*
- *Collection and recovery from customers.*

(Key Account Manager)

- *Catering the needs of existing and high-end clients.*
- *Complying with dealers and distributors for buying and selling of car.*
- *Keeping the records of collection and recovery updated.*
- *Taking proper feedback and ensuring satisfactory.*
- *Training new executives.*

Acknowledgement

I, hereby declare that this information is authentic, viable and validated.

Vinayak Mishra

7044966768.