



MAYUKH ADHIKARY

An enthusiastic and high energy driven professional aiming assignments in Sales & Marketing with an organization of high repute offering challenging work profile preferably in Kolkata/West Bengal

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Profile Summary

- ▶ Strategic sales and marketing specialist with **nearly 8 years** of experience across Teaching and in Sales & Marketing
- ▶ Developed a sales contact direct marketing plan and attended industry events to build relationships with key prospects
- ▶ Managed all aspects of sales, revenue maximization and management of channel partnerships; evaluated, identified and secured large product channel deals
- ▶ Identified new markets & business opportunities, tracked sales and sent reports to the Sales Office
- ▶ Focused & goal driven with strong work ethics and commitment to offer quality work

Education

- ▶ MBA in Marketing from Sikkim Manipal University, with 68%, in 2009
- ▶ B.Com. from Calcutta University, in 2007
- ▶ 12th from Netaji Nagar College, W. B. B. H. S. E., in 2004
- ▶ 10th from Assembly of God Church School, with 65%, in 2002

Soft Skills



Change Agent



Team Player



Analytical



Collaborator



Communicator



Planner

Timeline

MBA in Marketing
from Sikkim
Manipal University

S. A. Trading Co.,
Kolkata as Senior
Sales Officer

2009

Feb'17-Till Date

Area of Excellence

Strategic Marketing

Market & Competitive Analysis

Distribution Management

Sales Promotions

Customer Relationship Management

Business Development

Channel Business

Revenue Maximization

Client Relationship Management

Training

- ▶ On Bodyshop products from Saint Gobain Grindwell Norton at Bengaluru in Sept'17

Personal Details

Date of Birth: 15th January 1985

Languages Known: English, Hindi and Bengali

Address: 37, New Tollygunge, P.O. Purba Putiary, Kolkata, 700093

Work Experience

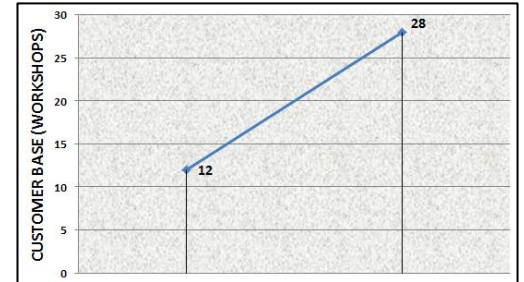
Feb'17-Till Date : S. A. Trading Co., Kolkata as Senior Sales Officer

Key Result Areas:

- Managing sales to achieve targets and sales volumes by key accounts; ensuring consistent adherence to sales, marketing, finance payment distribution policies & procedures in dealing with key accounts
- Visiting potential customers for new business and providing them with the quotations; negotiating terms of agreement and closing sales; gathering market & customer information and providing feedback on buying trends
- Analyzing latest marketing trends, tracking competitors' activities & providing valuable inputs for fine-tuning sales & marketing strategies; developing successful business relationships with all prospects
- Maintaining sales records and other MIS reports for inventory control; tracking segment-wise inventory level
- Working closely with colleagues to identify common new business prospects and cross-selling integrated search & affiliate propositions
- Collating market and customer information for negotiations on price variations & delivery and finalization of customer specifications; developing sale proposals, quotations, & pricings and attending sales meetings & partner conferences
- Preparing & presenting product marketing documents which includes key features, reasoning and product advantages
- Networking with key specifiers for product promotion as well as to conduct other promotional activities to generate new business avenues

Significant Achievements:

- Executed market promotional programs such demonstration in different Bodyshops, kiosk activity in retail market to drive numbers; enhanced **sales by 35%**
- Conducted Kiosk activities in different shops in Kolkata to promote products like Wax, Rubbing, Polish, Polyester Putty, and Masking Tape
- Conducted trials in local garages with end users across Kolkata and converted them from competition
- Actively participated in Norton Winter Bonanza Scheme last December to promote products like Masking Tape, Water Paper & Polyester Putty
- Assisted the management in marketing of **all Bodyshop products, Anti-chip Texture Coating, Paint Booth Filter, Weld Through Primer, different VAS items** and sent inputs/ideas for special promotions
- Closely monitored competitor activities in in Kolkata to identify business opportunities and threats
- Identified requirements for new products & services to anticipate and potentially lead the market which resulted in **25% increase** in business
- Developed effective working relationships with customers through regular meetings, identified and obtained further sales and business development opportunities, increased customer base from **12 workshops to 28 workshops** in the last year
- Achieved sales targets for **WD40, Wheel Balancing Weight (OHSAN), and Norton** by executing the distribution strategy at the channel partner level
- Over achieved** Sales Target in the last financial year
- Demonstrated of Bodyshop products in OEMs like Hyundai, Tata, Mahindra, Ford, Audi, Porsche, Renault, etc. in last year and converted them from competition
- Involved Technicians, Bodyshop Managers, Service managers in the demonstrations and explained advantages of different Bodyshop products
- Successfully conducted Trials on Polyester Putty, Water Paper and so on in retail market and converted from competition
- Managed a **team of two subordinates** for last **6 months** and helping them to develop their market as well



Previous Experience

May'15-Oct'16: Vidyamandir Coaching Centre, Kolkata

Jul'11-Jul'15: Julien Day School, Ganganagar

Feb'10-Jun'11: Stephens School, Kolkata as Mathematics Teacher

IT Skills

- Learned
 - Tally 9.0 from Tally Academy, Rashbehari Branch
 - Windows from Hi-Tech Computer Centre
- MS Office Suite

Extracurricular Activities

- Trained the Julien Day, Ganganagar Cricket Team for three years for the Inter-branch Cricket Tournament

Brands Associated With

