

ABHISHEK DASGUPTA

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EDUCATION

UNIVERSITY OF CALCUTTA

June 2016

Master of Business Administration

- Concentration: Marketing

WEST BENGAL UNIVERSITY OF TECHNOLOGY

June 2012

Bachelor of Business Administration

- Concentration: Business Administration

EXPERIENCE

SKB INFOCOM PVT LTD:

Mar 2022—Present

Senior Business Development Manager

- Lead entire Sales & Marketing Department. Develop and implement strategies to increase revenue and profitability. Generating revenue of Rs. 2.4 CR.
- Manage & Motivate Team to achieve business goals. Handling entire range of Sales Activities from Lead Generate, Filtration, follow up and convert. Implementing sales goals and communicate to individuals. Provide regular reports to senior management on the performance of the business. Continuously identify areas for improvement and implement solutions.
- Handling Traditional and Digital Marketing. Preparing budget and Collect customer feedback as well as market research. Monitor and report on industry trends and competitor activities. Develop and maintain relationships with key stakeholders, including customers, suppliers and regulatory bodies.

DIO DIGITAL IMPLANT INDIA PVT LTD:

Feb 2020 – Mar 2022

Business Development Manager

- Developed market for new products and services- identified account needs and objectives, designed solutions to meet customers' needs, and investigated and resolved teething problems of new offerings, capturing 30% market share of the segment and generating ₹1.2 CR annual revenue.
- Created leads and develop relationships by finding and nurturing warm prospects. Maintained good relationships with existing accounts through regular client visits, offers & troubleshooting.
- Managed and maintained pipeline of prospects. Strong and consistent usage of our CRM system (strong focus on data discipline), quote and finance tools.

VISION RX LAB:

Jun 2016 – Feb 2020

Sales Executive

- Conducted daily market visit in the respective areas and ensured sales and collection. Created market for high-end products and acquired new customers. Created communication channel with customers and decrease problem resolution time from 72 hours to 48 hours. CSI score improvement by 4.5
- Managed the Sales and Marketing for 3 Eyewear brands. Performed the marketing activity including forecast, new products launch, advertisement and promotion, generating annual revenue of ₹1.2 cr.FY.

TATA MOTORS LTD:

June 2015 – August 2015

Management Intern

- Devised Business Case, Go-To-Market Plan, Monetization Strategy, for a newly launched vehicle.

ADDITIONAL

- Technical Skills: MS Power BI, MS Excel & PowerPoint, Salesforce, Tally
- Language fluency: English (Bilingual); Bengali (Native); Hindi (Bilingual).