

SPANDAN CHATTERJEE

SALES AND MARKETING EXECUTIVE



CONTACT

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Hyderabad, India

SKILLS

Communication and Interpersonal Skills

Relationship Building and Networking

Key Account Management

Time Management

Presentation Skills

Client Acquisition

Microsoft Office Suite

EDUCATION

Post Graduate Diploma in Management

Praxis Business School

2021-2023

Bachelor of Business Administration

Dr. B C Roy Engineering College

2017-2020

LANGUAGES

English

Hindi

Bengali

PROFILE

As an accomplished Sales and Marketing Executive, I excel in driving revenue growth through strategic sales tactics and dynamic marketing initiatives. With a proven track record of exceeding targets, I specialize in acquiring new business, delivering compelling presentations, nurturing client relationships, and managing key accounts. Proficient in negotiation, cold calling, and lead generation, I am adept at identifying opportunities and maximizing market potential to achieve exceptional results.

PROFESSIONAL EXPERIENCE

Sales and Marketing Executive

HNR Speech And Hearing | Hyderabad

April, 2023 - Present

- Proactively played an integral part in generating new sales, strategically cultivated long-lasting relationships with professionals across all organizational levels to drive sustained business growth.
- Fostered enduring relationships through effective management of key accounts, ensuring sustained client satisfaction and engagement.
- Initiated outbound cold calls to prospective clients, effectively communicating the value proposition of our products and services and secure appointments with decision-makers.
- Delivered compelling presentations about our products and services to clients, effectively showcasing their value and benefits.
- Boosted revenue through strategic alliances with hospitals, corporate entities, and industrial establishments, thereby extending our market reach.
- Initiated and executed targeted marketing campaigns and promotional events to enhance brand awareness and product visibility.
- Negotiated contracts, pricing, and terms with clients to ensure mutually beneficial agreements.

Business Development Intern

Microtalk Communication PVT LTD | Kolkata & Durgapur

May, 2022 - Jul, 2022

- Perform market analysis and research on the latest trends.
- New customer lead generation.
- Strategizing to increase market reach.
- Existing customer feedback generation.
- Pipeline client closure and new pipeline generation.