

Tapabrata Biswas, Sales Officer

Kolkata, India, +91 8777362130, tapabratabiswas1998@gmail.com

LINKS

[Linkedin](#)

PROFILE

As an Area Sales Officer in the FMCG sector, I have a proven track record of driving sales growth, managing distributor relationships, and leading successful sales teams of 10 people.

EMPLOYMENT HISTORY

Jul 2023 — Present

Area Sales Officer, Emami Group

Guwahati

- Developed and implemented sales training programs that improved sales skills and resulted in a 23% increase in sales effectiveness.
- Successfully managed and grew the sales volume for key products, surpassing market trends in the assigned area.
- Consistently exceeded quarterly and annual sales targets, achieving 110% of the set target over the assessment period.
- Conducted competitive market analysis, providing actionable insights that informed the product positioning and pricing strategy.
- Successfully managed inventory levels, reducing stock-outs by 56% and optimizing distribution to meet customer demand.

EDUCATION

Aug 2021 — May 2023

Masters of Business Administration, E.I.I.L.M

Kakata

Graduated with specialization in Marketing and Sales with 76.37%

Jun 2018 — Apr 2021

Bachelor's of Commerce (Hons), Calcutta University

Kolkata

Graduated with 72.76%

Jul 2016 — May 2018

ISC, St. Augustine's Day School

Kolkata

Higher Secondary Commerce (71.25%)

SKILLS

Industry Knowledge

Experienced

Interpersonal Communication Skills

Skillful

Multitasking Skills

Expert

Innovative Problem Solving

Experienced

Business Development Strategies

Expert

INTERNSHIPS

Jun 2022 — Jul 2024

Management Trainee (Internship), Arvind Lifestyle Brands Ltd,

Kolkata

- Identified the needs of the customers hence increasing the sales.
- Handled cash register, POP sales, sending DSR.
- Maintained knowledge of current sale offers, discounts and promotion.
- Enhanced push sale and up sales with customers.

HOBBIES

Cricket, Volunteering

COURSES

Jan 2021 — May 2021

Enterprise resource planning, ROOT Kolkata