

Somnath Sen

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**In quest of opportunities in marketing, sells, copyrighting with a high growth oriented organization
Location Preference: Anywhere**



An Overview

- ☞ A professional with **more than 8 years** of experience in marketing/sales, production & engineering.
- ☞ Good in thinking differently, create new ideas which can sell, unique visualization, developing marketing campaigns to promote a product, service or idea, managing operations spanning requirement analysis, teamwork skills, communication skills, adaptability, organization & planning skills, ,commercial awareness, numerical skills, liaison to ensure on time achievement of organizational targets.
- ☞ Keen interest in Marketing, advertising, public relations, event organization, project development, distribution, sponsorship and research.
- ☞ Proficient in coordinating with customers, production stuff, distribution stuff, monitoring performance negotiations.
- ☞ Excellent interpersonal communication, team building & customer relationship management skills with the ability to work in multi cultural environment.

Employment Record



July 2013- January 2014 with Creative Ltd. Kolkata as Management Trainee;
March 2014- Jan 2016 with Perma Colours & Chemicals (P) Ltd. Kolkata as Sales executive;
Feb 2016 – Oct 20th 2022 with Perma clours & Chemicals (P) Ltd. Kolkata as Marketing/Sales Manager
Oct 21th – Present with Housing4all Realty Pvt Ltd as assistant sales Manager.

Key result Area

Marketing Operations

- ☞ Create and develop new Ideas for marketing.
- ☞ Positioning.
- ☞ Communicating with target audiences and managing customer relationships.
- ☞ Customer follow up.
- ☞ maintaining and updating customer databases.
- ☞ writing and proofreading copy.
- ☞ monitoring competitor activity.
- ☞ arranging the effective distribution of marketing materials.
- ☞ Handling the new product sourcing & development as per the customers and market requirements.
- ☞ Monitoring Sales processes, identifying deviations and making necessary modifications.
- ☞ Mentoring, training subordinates and ensuring amicable employee relations on the Shop floor.
- ☞ Reporting.

Copywriting skills:

- ☞ Capable of creating new ideas by thinking differently according to the product.
- ☞ Writing slogans.
- ☞ Capable of imagining differently.
- ☞ Passion in creativity.
- ☞ English language skills.
- ☞ An eye for detail.
- ☞ A wide vocabulary.
- ☞ Curiosity.
- ☞ Research skills.
- ☞ Good listener.

Highlights

- Ability to create differently for selling product, idea . I believe to create ideas simple with touch of simplicity.

SCHOLASTICS

**B. Tech. in Leather Technology from
Government College Of Engineering & Leather Technology (G.C.E.L.T)
Affiliated to West Bengal University of Technology (W.B.U.T) in 2013 with DGPA: 7.39**

Extra Achievement : Dr. Prafulla kumar Basu memorial scholarship award winner for best student of the season from Indian Science Congress Association (ISCA).

> Half Fee Free Scholarship from Govt. of West Bengal (2009), Full fee free scholarship(2010,2011,2012).

IT Forte

Well versed with Adobe PhotoShop, MS Office, Basic and Internet Applications.

PERSONAL DOSSIER

Date of Birth:	17 th Jan, 1989
Address:	23/2,Bose para road, barisha, Kolkata:700008
Languages:	English, Hindi and Bengali.
Martial Status:	single
Religion:	Hindu
Nationality:	Indian
Visa Status:	NA
Passport Details:	L2959942

Date: 01/04/2022