

Debapriya Chatterjee

Professional Summary

Analytical, accomplished, professional Business development manager and Analyst with over 10 years of experience in multifaceted roles requiring project management, business development and solutions architecture.

Skilled in the areas of business development, client relationship management, Team management, Documentations and eager to advance my career with a growth-oriented, technically advanced organization as a Business analyst/business manager.

Employment history

Senior Business Development Manager, Matrix Media Solutions. Kolkata,

June. 2021 – Present

- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's services addressing or predicting clients' objectives
- Prepare sales contract ensuring and proposals
- Keep records of sales, revenue, invoices etc
- Build long-term relationships with new and existing customers
- Online bidding, social media marketing, achieve sales targets.

Senior Business Development Manager, Ivan InfoTech. Kolkata,

Nov. 2018 – April 2021 (2.6 years)

- Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions.
- Planning and monitoring
- Requirements Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions.
- Translating and Leading ongoing reviews of business processes and developing optimization strategies
- Conducting meetings and presentations to share ideas and findings.
- Performing requirements analysis
- Documenting and communicating the results of efforts.
- Effectively communicating insights and plans to cross-functional team members and management.
- Working closely with clients and managerial staff.
- Providing leadership, training, coaching, and guidance to junior staff.
- Ensuring solutions meet business needs and requirements.
- Managing projects, developing project plans, and monitoring performance. requirements
- Requirements management and communication
- Business consultations
- Develop Outsourcing partners'
- Client relationship management
- Revenue generation
- Meeting sales targets in the field of Mobile App, Games and Web development

Personal info

- ☐ Date of Birth: 15/04/1984
- ☐ Nationality: Indian
- ☐ Religion: Hinduism
- ☐ Gender: Male
- ☐ Marital Status: Married

Email:

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Address:

I.G.Colony,
Kulti, WEST BENGAL
Pin:713343

Languages

English



Bengali



Hindi



Skills

Online marketing



Project Management



Business Analyst



Senior Business Development Manager, Digital Aptech Pvt Ltd. Kolkata,

Jul. 2017 – June. 2018 (1year)

- Prospect for potential new clients and turn this into increased business.
- Cold call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities.
- Meet potential clients by growing, maintaining, and leveraging the network.
- Identify potential clients and the decision-makers within the client organization.
- Research and build relationships with new clients.
- Set up meetings between client decision-makers
- Plan approaches and pitches. Work with team to develop proposals that speak to the client's needs, concerns, and objectives.
- Participate in pricing the solution/service.
- Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
- Use a variety of styles to persuade or negotiate appropriately.
- Present an image that mirrors that of the client.
- Documentation/proposal preparation

Senior Business Development Manager, Karmick Solutions Pvt Ltd. Kolkata,

Apr. 2011 – Mar. 2017 (6 Years)

- Develop a growth strategy focused both on financial gain and customer satisfaction
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's services addressing or predicting clients' objectives
- Prepare sales contract ensuring and proposals
- Keep records of sales, revenue, invoices etc.
- Build long-term relationships with new and existing customers
- International business development in the field of website & software development
- Client relationship management
- Project Management
- Business Negotiations
- Online bidding through scriptlance, Freelance, Elance, Guru etc
- Meeting sales target given by the management from time to time

Business Development Manager, Square Frame InfoTech Solutions Pvt Ltd. Kolkata

Apr. 2009 – Mar. 2011 (2 Years)

- Domestic & International business development & market penetration in the field of
- website development & software
- Efficient Team Management
- Client relationship management
- Building strong personal relationships with internal & external partners
- Business Negotiations
- Online bidding through script lance and freelance

Asst. Sales Manager, Soft web Information Technologies Pvt.Ltd

Jun. 2007 – Apr. 2009 (2 Years)

- Taking order for website & software development
- Booking space for advertisement in print media named Kolkata Industries Directory
- Handling a Team of Executives
- Giving them field training
- Distributing leads among them, which are generated by the Tele Callers & collecting
- DSR from Team members

Education

MBA, Marketing (Madurai Kamaraj University)

Bachelors in Commerce, Hons, 2005 (Burdwan University)

High School, Commerce, 2002 - Kulti High School (WBCHSE)

Class 10, 2000 - Kulti High School (WBBSE)

Certifications

- Digital Sales Certification – by Google
- AdWords Fundamentals – by Google
- Fundamentals of Digital Marketing – by Google
- Online Marketing Fundamentals – by Emarketing Institute
- Project Management Course – by ELearning College

Project & Industrial visits

- Project Completed from HCL Infosystems Limited, for 2 months on Promotional Activity of HCL-CDC by Bridging the Gap between Academics & Industry
- Participated in Industrial visits to Andrew Yule, Kalyani (Manufacturing Company of bulb filaments & LED display boards)

Achievements

- Attended INDIA SOFT (an international IT convention) held on Hyderabad (2012) and Kolkata (2014).

Declaration: I hereby declare that the above-mentioned information is correct to the best of my knowledge and belief

Place: Salt Lake, Kolkata

Date.

Signature

Debapriya Chatterjee

(Debapriya Chatterjee)