

SAMIK DASGUPTA

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EDUCATION

Eastern Institute for Integrated Learning in Management

Vidyasagar University - MBA - Marketing and HR

August 2018 - May 2020

Siliguri Institute of Technology

WBUT - Bachelor of Technology- Electrical Engineering

July 2012 - June 2016

St. Paul's Mission School, Kolkata

ISC; ICSE

ISC 2012 ; ICSE 2010

CAREER OBJECTIVE

To work with an organization which provides ample growth opportunities to oneself individually aligning to the organization goals and objectives.

INTERNSHIPS

ITC Ltd. - Study of Distribution potential and Distribution Gap - General Trade

Summers – FMCG Division of ITC Ltd. The project was on mainly six objectives, to establish retail universe, to identify distribution gap, to open new products, to find availability of competitive product lines, to increase product lines and range and Model Store conversion.

ITC Ltd. - 'Live project' on Sales Enhancement - Modern Trade

Summers – FMCG Division of ITC Ltd. Sales Enhancement of Fiana and Dark Fantasy portfolio during Big Day at Food Bazar by direct sales.

WORK EXPERIENCE

OYO Hotels and Homes, Kolkata

Business Development Manager – B2B Sales – Strategic Supply

Nov 2019- till date

- Got recognized as one of the Top performers in OYO India in August 2020
- Responsible for P&L driven decisions for the assigned area
- Identifying and finalizing new properties and maintaining relationship with all stakeholders to run these properties profitably
- Responsible for end-to-end business development of the assigned region, includes planning and building short-term and long-term supply
- Cross-functional approach through coordination with multiple teams in Inter and Intra geographies
- Creating a balance in inventory growth and demand to ensure optimization
- Recovery collection from the market
- Proposing potential business deals by contacting potential partners
- Discovering and exploring opportunities
- Launched Krishnanagar City as a New Market for OYO

Centrum Direct Limited, Kolkata*Human Resource Executive*

Dec 16 - Dec 17

- Conducting induction and training for new joiners
- Visiting different colleges for campus hiring
- Head hunting
- Working closely with various job consultants/vendors for hiring needs
- Conducting interviews, negotiate offers, salary and complete end to end on boarding on the candidate. Perform ref checks of the candidate.
- Organizing activities on weekends at office for engagement purposes.

ACHIEVEMENTS

Represented my college at The International 'Seminar on Asian Integrity' at Novotel, Clarke Quay, Singapore on 15th October 2019 and presented on Diversity of the Asian Culture

Won glory for school/college in several inter school/college Debates, Extempore, Seminars and music competition

PERSONAL TRAITS

Very Extrovert

Love to meet and speak to new people

Highly enthusiastic and eager to learn new things.

Ability to work as an individual as well as in group.

DOB- 15th October 1993

