

SHRINJOYEE DAS



OBJECTIVE

A Motivated B-tech Engineer with over 8 years of experience in Sales & Marketing division at various Industrial sectors. Proven track of successfully driving multiple priorities with a creative mindset & strong communication skills. Posseses solid foundation in marketing principles acquired through previous work experience. Excited to leverage the knowledge and enthusiasm to support marketing initiatives and drive brand growth of the organization and also ensuring self-growth at the same time.



ADDRESS

258, M.C. Garden Road,
DumDum, KOLKATA-
700048, West Bengal, India



PHONE

+91-74396-42251/80133
- 36857



EMAIL

shrinjoyee34@gmail.com

EXPERIENCE

NOVOFLEX INDUSTRIES PVT. LTD.

SALES CO-ORDINATOR
March 2025 - till date

KEY RESPONSIBILITIES:-

- Coordinating sales activities, ensuring seamless execution of sales processes.
- Relationship build-up with clients and understanding their needs with providing solutions.
- Sales data tracking & reporting.
- Coordinate order processing and ensuring timely delivery.
- Making quotations, Performa invoice with using tools like ERP and Sales Force.
- Regular follow-ups with clients for receiving purchase orders.

CENTURY PLYBOARD (INDIA) LTD.

RELATIONSHIP MANAGER
July 2023 - March 2025

KEY RESPONSIBILITIES: -

- Fostered and managed relationships with architects to enhance collaboration and client satisfaction.
- Proactively addressed and resolved customer issues, ensuring high levels of satisfaction.
- Executed systematic project follow-ups, meeting deadlines and surpassing client expectations.
- Collaborated with dealers and salespersons to optimize team performance and achieve sales goals.
- Develop strategies to attract B2B sales through new customers while retaining existing once.
- Maintained accurate records of all client interaction within the company's CRM system. Maintained accurate and up-to-date CRM records for effective customer relationship management.

ORIENTAL COMPRESSOR ACCESSORIES PVT. LTD.

SENIOR SALES COORDINATOR

Feb 2022 - June 2023

KEY RESPONSIBILITIES: -

- Preparation of Sales report by assessing the data collected from the Sales Team.
- Preparation of Tour Plan for Sales team based upon Clients' needs.
- Evaluation of Tour Report submitted by the sales team and communicating the same to HR Dept.
- Further following up with Clients after the sales team's visit over the phone.
- Coordinating clients and Sales team for procuring purchase orders.
- Monthly sales team progress report generation.
- Lead file maintenance.

PRASAD GROUP ,KOLKATA

OFFICE ASSISTANT & SALES EXECUTIVE

Jan 2017 - Jan 2022

KEY RESPONSIBILITIES: -

- Directing client calls to ensure prompt and effective communication.
- Conducting on-site visits to assess project requirements and client needs.
- Generating techno-commercial offers in response to client enquiries.
- Initiating lead generation efforts to expand client base and market reach.
- Preparation of cost estimation based on the Bill of Materials.
- Preparation of project report for bank loan.
- Offering proactive techno-commercial support to clients to enhance their understanding and decision-making.

EDUCATION

- **BTech** from BRAINWARE GROUP OF INSTITUTION, **2016**
- **HS (10+2)** from BIDHANNAGAR GOVT. HIGH SCHOOL, **2012.**
- **Madhyamick (10+)** from BETHUNE COLLEGIATE SCHOOL, **2010.**

LANGUAGE KNOWN

- Bengali
- English
- Hindi

SKILLS

- Excellent Communication.
- Time management.
- Project Management.
- Team Management.