



# Souvik Pal

Executive sales and marketing  
(E-2)

## PROFILE SUMMARY

B2B Sales & Marketing professional with an MBA in Marketing & Logistics, managing multi-state regional business across Eastern India. Proven experience in channel management, distributor development, market expansion, and driving consistent revenue growth in competitive markets.

## PERSONAL INFORMATION

- Email**  
souvikrocks.1998@gmail.com
- Mobile**  
(+91) 8961951255
- Total work experience**  
2 Years 2 Months
- Social Link**  
[https://www.linkedin.com/in/souvik-pal-b50a4716b?utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=ios\\_app](https://www.linkedin.com/in/souvik-pal-b50a4716b?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app)

## KEY SKILLS

- Marketing Manager
- Brand Marketing
- Brand Awareness
- Promotions
- Communication Skills
- Presentation Skills
- Brand Building

## OTHER PERSONAL DETAILS

- City** Kolkata
- Country** INDIA

## HOBBIES

- Playing guitar, Travelling

## EDUCATION

- 2025** MBA/PGDM  
**Eastern Institute For Integrated Learning In Management, Kolkata**
- 2020** B.Com  
**Calcutta University**
- 2017** XIIth  
**English**
- 2015** Xth  
**English**

## WORK EXPERIENCE

- Mar 2025 - Present** Executive sales and marketing (E-2)  
**classic industries and exports limited**  

As a seasoned sales professional, I lead the Tubes business across 5 key states-West Bengal, Odissa, Sikkim, Bihar and Jharkhand. My core responsibilities include managing a robust network of distributors and dealers, formulating and executing effective sales strategies, and ensuring high levels of customer satisfaction. I specialize in identifying new business opportunities, building and nurturing long-term client relationships, and driving consistent sales growth. My role also involves close collaboration with cross-functional teams, including marketing and manufacturing, to align product availability with market demand and maximize market penetration. With a strong focus on strategic planning, team leadership, and deep market insight, I have consistently delivered results in competitive and dynamic environments. I take pride in driving sustainable business growth while delivering value-added solutions to our customers. My objective is to continue contributing to organizational profitability through innovation, execution excellence, and a customer-first approach
- Feb 2022 - Feb 2023** Sales Associate  
**Mondal motors and mondal tyres**  

Worked as a Sales Associate responsible for customer

## LANGUAGES

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- English
- Hindi
- Bengali

interaction, product recommendation, and sales execution. Managed inventory, ensured stock availability, and maintained sales records. Handled billing, cash transactions, and supported daily store operations. Delivered strong customer service, resolved queries, and ensured smooth business functioning.

## Projects

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61 Days

### Study on RAMCO cement potential in non-trade prospects

- Conducted a comprehensive survey on cement types and brand preferences used by companies in Kolkata and North 24 Parganas.
- Analyzed market dynamics and provided actionable insights to Ramco Cements Limited.