

## SUMIT ROY

### BUSINESS DEVELOPMENT EXECUTIVE

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### PROFESSIONAL SUMMARY

Business development professional with experience in lead generation, client relationship management, and market analysis. Skilled in using CRM and Data Analysis tools to support sales pipelines and strengthen client engagement.

### CORE COMPETENCIES

Data Analytics & Reporting | Salesforce CRM Management | Executive Dashboards | Cross-functional Collaboration  
Stakeholder Engagement | KPI Development | Process Optimization | Marketing Insights  
Power BI & Excel Automation | SQL Querying | Customer Journey Mapping | SLA Compliance

### EDUCATION

#### MBA in Marketing

Globsyn Business School, Kolkata

Graduated: April 2024 — Marks: 76%

Focus: Market Research, Business Strategy, Data Analytics

#### Bachelor of Commerce (Honours)

Calcutta University, Kolkata

Graduated: June 2021 — Marks: 79%

### PROFESSIONAL EXPERIENCE

#### TATA AIG – Channel Sales Manager | Kolkata

June 2024 – October 2024

- **Administered** and **validated** 1,500+ Salesforce records monthly, ensuring 98% data accuracy across national sales operations.
- **Generated** 12+ customized dashboards and reports for business leaders, supporting strategic forecasting and decision-making.
- **Delivered** 20+ stakeholder-facing decks that **enhanced leadership visibility** and improved team alignment by 40%.
- **Facilitated** 100+ client communications weekly via Outlook, achieving 100% SLA resolution and minimizing escalations.
- **Supported** 3 internal audit projects, **identifying** 10+ process inefficiencies and contributing to a 15% improvement in response speed.
- **Developed** and **standardized** 5+ internal SOPs, expediting new hire onboarding and improving workflow clarity.

#### Minu Fashions – Marketing and Sales Intern | Kolkata

May 2023 – July 2023

- **Executed** detailed competitive benchmarking across 20+ brands, contributing to 3 refined market positioning strategies.
- **Designed** 5 storyboards and 10 prototypes for leadership review, helping drive consensus on marketing direction.
- **Extracted** and **interpreted** data from 300+ user surveys to identify key customer sentiment and buying triggers.
- **Maintained** documentation across SharePoint and Teams, improving knowledge sharing and reducing internal dependencies by 30%.

#### Viral Fission – Marketing Intern | Kolkata

Nov 2021 – April 2022

- **Cleansed**, segmented, and enriched a CRM database of 5,000+ entries, improving targeting precision by 18%.
- **Coordinated** 15+ high-visibility brand activations, capturing 1,200+ real-time consumer insights for campaign refinement.
- **Formulated** 3 cross-team SOPs to optimize workflow and enhance intern productivity by 25%.
- **Monitored** over 20 project tasks using Microsoft Teams, ensuring timely collaboration and project execution.

### TECHNICAL SKILLS

- Microsoft Excel (PivotTables, Dashboards, Macros)
- Power BI (Data Modelling, DAX Measures, Drilldowns)
- SQL (Joins, Aggregation, Data Cleansing)
- Microsoft Outlook, SharePoint, Teams