

TAPABRATA SARDAR

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Motivated PGDM graduate with a strong engineering background and experience in B2B sales and client relationship management. Skilled in MS Excel, Power BI, and Tableau, with certifications supporting data-driven decision-making and business growth.

WORK EXPERIENCE

Redington Limited **07/2025 – 01/2026**
Management Trainee **Delhi, India**

- Revenue Growth: Achieved quarterly and annual revenue targets through strategic sales funnel management.
- Relationship Management: Cultivated high-value relationships with vendor representatives and channel partners.
- Operations: Facilitated on-time collections from partners, ensuring seamless pay-out processing.
- Compliance: Oversaw MIS reporting, documentation, and operational standards to ensure business compliance.

Vanurtech Media Pvt. Ltd **05/2024 – 07/2024**
Intern **Remote**

- Lead Conversion: Analyzed client needs to convert Marketing Qualified Leads (MQL) into Sales Qualified Leads (SQL).
- Client Acquisition: Pitched tailored services to MSME clients and conducted daily cold calls for lead generation.
- CRM Management: Maintained and updated lead status effectively using HubSpot CRM.

TATA Tele Business Services **12/2023 – 01/2024**
Intern **Pune, Maharashtra**

- Market Research: Researched IT infrastructure within the MSME sector to refine service offerings.
- Competitive Analysis: Evaluated competitor positioning to identify untapped market opportunities.
- Direct Sales: Conducted targeted visits and inbound/outbound calls to connect with small and medium enterprises.

EDUCATION

PGDM: Marketing and Analytics **07/2023 – 07/2025**
Pune Institute of Business Management • GPA: 7.38

B. Tech: Electronics and Instrumentation Engineering **07/2019 – 06/2023**
Future Institute of Engineering & Management • GPA: 8.88

CERTIFICATIONS

AI In Marketing **01/2025**
NPTEL

MS Excel **01/2023**
Coursera

AWS Cloud Technical Essentials **01/2022**
Coursera

The Python Bible **01/2021**
Udemy

PROJECTS

Biometric Lock System

Developed an Arduino-based anti-theft biometric lock for real-life security applications.

Consumer Buying Behavior

Conducted a survey-based study on Hero Splendor Plus to identify purchase drivers.

SKILLS

Analytics: Market Research, Microsoft Power BI, Python, SQL, Tableau

Business: Business Development, CRM (HubSpot), Operations Support, Sales Funnel Management

Technical: AWS Cloud Essentials, IoT, Microsoft Excel, Microsoft Word, Outlook

Languages: Bengali, English, Hindi