



SUJATA DAS

MARKETING & SALES

Date of Birth- 30-March-1999

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As a dedicated professional in the field of Prosthetist and Orthotist (P&O) Services, I am driven by an unwavering passion for continuous learning. I consistently seek opportunities to enhance my expertise.

Having served as a seasoned P&O professional, I have gained invaluable experience in closely interacting with both patients and doctors. Through the power of my words, I possess the ability to motivate and inspire individuals, fostering a deep connection between health professionals and patients. This, in turn, contributes to the overall improvement and advancement of the organizations I have been associated with.

I take immense pride in my role as a catalyst for positive change in patients' lives. Witnessing the transformative impact of these advancements on the lives of those I serve is truly gratifying.



PROFESSIONAL EXPERIENCE

Associate Recruitment and Development Manger

Kotak Life

Location- Kolkata

30th April - 26th July

- Recruited and onboarded new life insurance agents; conducted structured training sessions on Kotak Life's products, sales techniques, and compliance practices.
- Mentored agents through ongoing support, performance tracking, and goal setting to drive productivity and ensure alignment with company objectives.
- Successfully trained new agents who collectively contributed to achieving 30% of the sales target within the first quarter of their onboarding.

Residential Prosthetist & Orthotist

Endolite India Limited

Location - Kolkata

14th Feb 2023- 28 April 2025

- In my role as the Marketing & Sales representative for a clinic in Kolkata, I held complete responsibility for overseeing all marketing initiatives. I diligently worked to effectively advertise and promote the wide range of patient services offered within my specialized field.
- Achieved 70% of sales targets through strategic planning, innovative campaigns, and targeted outreach, consistently driving revenue growth by leveraging market insights and identifying key opportunities.
- Blended technical expertise with compassionate patient care, strengthening the clinic's reputation as a trusted provider of prosthetic and orthotic solutions in Kolkata.
- I had the privilege of representing the organization at the esteemed 2023 Annual Conference of the Association of Plastic Surgeons of West Bengal. This prestigious event provided a platform for me to showcase my expertise, connect with industry professionals, and contribute valuable insights.

Associate- Rehabilitation Service

Otto Bock HealthCare India Pvt Ltd.

Location-Jaipur

26-May 2022- 31-Jan 2023

- As a highly accomplished professional, I have successfully assumed the role of Marketing Specialist at a prominent clinic in Jaipur. In this capacity, I solely spearheaded the marketing efforts, strategically promoting and showcasing the extensive range of services available to our esteemed patients within the domain.
- I also shoulder crucial clinical responsibilities within the organization. With a strong focus on patient-centric care, I engage in empathetic and effective communication with patients, diligently identifying their concerns and requirements.
- During my tenure, I consistently surpassed sales targets assigned to me, effectively leveraging my marketing prowess to generate remarkable results. I achieved an impressive 35% contribution towards the overall yearly sales target, further solidifying my value and impact within the organization.

KEY COMPETENCES

- Problem Solving & Analytics
- Team Player
- Interpersonal Skills
- Good Listener & Understanding the Problems
- Working Under Pressure
- Eager to learn

COMPUTER SKILLS

- Proficient in MS Excel, MS Word, MS Powerpoint

Language

- English
- Hindi
- Bengali

Hobbies



Dancing



Cooking



Travelling

- I had the honor of representing the organization at ISSHCON-2022, where I showcased my expertise and added significant value to the organization. This prestigious event offered an unparalleled platform for networking and knowledge exchange, ultimately benefiting both the organization and its stakeholders.



EDUCATION HISTORY

Bachelor of Prosthetics & Orthotics

Institution: National Institute of Locomotor Disabilities (Divyangjan), Kolkata

Year of Graduation: 2021

Overall Percentage- 64.9%

Higher Secondary

Institution: Kendriya Vidyalaya Meenambakkam, Chennai

Year of Passing-2016

Overall Percentage- 61.4%

Secondary

Institution: Kendriya Vidyalaya Meenambakkam, Chennai

Year of Passing-2014

Overall Percentage- 83.6%



INTERNSHIP

Name of Organisation/Institution-

National Institute of Locomotor Disabilities (Divyangjan), Kolkata
P&O Trainee

6 months (Sept 2021- Mar 2022)



PROJECT

SINGLE AXIS SPRING CONTROL TONE REDUCING DYNAMIC WRIST HAND ORTHOSIS IN HEMIPLEGIC STROKE PATIENT

The aim of the project is to design a dynamic wrist hand orthosis with a Single axis joint linkage mechanism having a spring torque mechanism which is going to reduce the effect of spasticity in the wrist and hand of stroke survivors.



CONFERENCE ATTENDED

- 2023 Annual Conference of Association of Plastic Surgeon of West Bengal
- ISSHCON 2022
- National conference of Orthotics and Prosthetics Association of India -2020 Bhubaneshwar (organised by OPAI)
- Seminar on Orthotics Management of Neurological Conditions (organised by ISPO India and RCI)
- India Academy of Cerebral Palsy XIIIth National Conference IACPCON-2018 (organised by IACP & Neonatology society)