

ANUBRATA GHOSH

SENIOR SALES MANAGER

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EMAIL | abhishadiest360@gmail.com
LOCATION | Pune, INDIA
EXPERIENCE | 0 Year 8 Months

Key Skills

- Presentation Skills
- Communication Skills
- Public Relations
- Marketing
- Real Estate
- Marketing Communication
- Social Media Marketing
- Digital Marketing
- Influencer Marketing
- MS Office
- Hubspot CRM
- Lead Generation

Certification

- Retention Marketing

Languages

- English
- Hindi
- Bengali

Hobbies

- FOOTBALL CHESS AND

Profile Summary

Dynamic and client-focused real estate professional with hands-on experience in B2B sales, channel partner management, sourcing, and market research across Pune. At ANAROCK, I have successfully collaborated with leading real estate brands such as **Gera, Mantra, and TRU Realty**, driving project sales through strategic channel partner engagement, efficient site visit management, and consistent lead generation. My sourcing experience spans multiple micro-markets across Pune, enabling me to build strong relationships with a wide network of channel partners. I bring a strong blend of **real estate marketing, customer relationship management, and analytical thinking**, complemented by strong interpersonal and communication skills. I have completed my **PGDM in Marketing** from Pune Institute of Business Management.

Work Experience

Senior Sales Manager
ANAROCK Property Consultants
11/2024 - Present

- Cultivate and maintain relationships with B2B channel partners to demonstrate the value proposition of our project.
- Collaborate with channel partners to secure client referrals, driving project growth and sales revenue.

Internship

ProPedge Realty, 61 Days
ITC, 61 Days

Extra curricular activities

- **Built A Computer Parts Business**
So due to the shortage of chips that are used in building Graphics card and other processing units the prices rised suddenly so i started a profitable business surrounding second hand computer parts.
- **NGO Works**
Worked in several ground level NGO at the time of Covid and other catastrophe in the coastal villages of sundarbans. Also worked for stray dogs and other animals.

Education

MBA/PGDM - Marketing

2025

Pune Institute of Business Management, Pune

Grade - 70%

B.Com - Commerce

2022

Calcutta University

Grade - 7.03/10

12th

2018

West Bengal , English

Grade - 70%

10th

2017

West Bengal , English

Grade - 59%

Projects

The impact of lead generation through digital marketing in reference to Pune Market

61 Days

"I conducted an analysis to evaluate lead quality from various websites and social media campaigns, identifying factors that drive customer engagement with our ads. This strategic assessment helped optimize lead acquisition, saving company resources by focusing investments on high-yield platforms."

PROJECT TITLE: UNDERSTANDING AND IMPLEMENTING VISIBILITY AND MERCHANDISING IN GENERAL TRADE FOR ITC'

2 Months

Implemented a visibility and merchandising strategy in general trade, resulting in a 20% increase in product visibility and a 15% increase in sales.

Utilized data analysis to identify key opportunities for improvement, leading to a 25% decrease in out-of-stock situations.

Collaborated with cross-functional teams to develop and implement an effective merchandising plan, resulting in a 30% increase in brand awareness.