



RAJDEEP DEKA

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Horamavu, Bangalore-560043

PROFILE: -

- Dynamic business professional with over 8 years plus experience in the field of Business Development.
- Five years in event management.
- Last professional employer was Reliance Broadcast Network Limited.
- Providing quality service to internal customers through undertaking in-depth analysis of various types of advertising and event proposals.
- Ability to maximize sales through new business development, relationship building, negotiating favorable deals, securing strategic alliances & closing deals with top decision makers.
- Conducting events with the internal clients and ensuring a smooth execution.
- Excellent exposure in conducting marketing studies & implementing ideas to generate revenue for the organization.
- Excellent communication and inter personal skills and a quick learner.

EDUCATIONAL QUALIFICATION:

- Completed B.Sc in Biotechnology (P.E.S.I.A.S) from Bangalore University (2004 – 2007), Bangalore, Karnataka.
- Passed XIIth Standard from Miles Bronson Residential School (C.B.S.E.), (2002 -2004), Guwahati, Assam.
- Passed Xth standard from Kendriya Vidyalaya Khanapara (C.B.S.E.), (2002), Guwahati, Assam.

PROFESSIONAL RECORD:

a) COMPANY: Marcom Wand Pvt Ltd.

Duration : 2nd March 2015 – Present

Designation: Sr. Business Development Manager

Job Profile: It involves the following: -

- Development, production and delivery of projects from proposal right up to delivery.
- Delivering events on time, within budget, that meet (and hopefully exceed) expectations.
- Preparing cost sheets and P&L of each and every event.
- Setting, communicating and maintaining timelines and priorities on every project.
- Communicating, maintaining and developing client relationships
- Managing supplier relationships.
- Managing operational and administrative functions to ensure specific projects are delivered efficiently.
- Monthly revenue target achievement.
- Providing leadership, motivation, direction and support to your team.
- Travelling to on site, inspections and project managing events.
- Being responsible for all project budgets from start to finish.
- Ensuring excellent customer service and quality delivery.

Achievements: 1. Highest revenue for three consecutive quarters in 2017 & 2018

2. Best Team for the year 2018

3. Best Team & Team Lead for the year 2019

4. Best Production Lead for the year 2019

b) COMPANY: 92.7 Big FM Reliance Broadcast Network Limited

Duration : 26th November 2012 – 15th January 2015

Designation: Sales Account Manager

Job Profile: It involves the following: -

- Managing a portfolio of accounts
- Dealing with all aspects of a campaign
- Using an existing network of industry contacts to generate new business
- Leading and training other members of the team
- Managing the work of account executives
- Leading project management activity
- Ensuring necessary actions are undertaken by the sales team
- Building a 'territory'
- Achieving sales targets of individual and team
- Delivering sales presentations to high-level executives
- Attending client meetings

- Maintaining and expanding relationships with existing clients
- Completing administrative work, as required

Achievements: Awarded consecutive sales champion for the period of 2013 - 2014

c) **COMPANY: (SMERA) SME Rating Agency of India Ltd.**

Duration: 2nd April 2012 – 31st October 2012

Designation: Assistant Manager – Cluster Development (MSME)

Job Profile: It involves the following: -

- Maintaining relationship with GMs/ DGMs / AGMs / Branch Managers of leading public sector banks (both rural & urban places).
- Generating Business from potential MSME units across Karnataka.
- Arranging the necessary documents required for the rating procedure starting from financial balance sheets, small scale industry certificates, MOA & AOA's, bank statements.
- Creating awareness among the customers by organizing SME meet in the banks/ area.
- Participating in NSIC (National Small Industries Corporation) exhibitions for MSME units.
- Implementing ideas to generate revenues for the organization.
- Post sales service.

Achievements: - Awarded with best team performer for the month of June & July 2012.

d) **COMPANY: American Express Service India Ltd.**

Duration: 10 January 2011 – 28 February 2012.

Designation: Relationship Officer (Consumer Cards)

Job Profile: It involves the following:

- Driving business through defined channels of acquisition(retail)
- Ensuring all performance standards are met viz. Sales targets, controls and compliance.
- Clarifying all the queries raised by the customer regarding the product and ensure that there are no miscommunications.
- Generation of leads through tele-calling and references generation through the new card members acquired.
- Demonstrating the highest levels of controls and compliance adherence in the sales process and in personal conduct.
- Involves a lot of traveling in and around Bangalore in order to have physical meetings with prospective clients (On an Avg. 4 to 5 physical meetings in a day).
- Accurate and timely sales reporting.

ADDITIONAL INFORMATION

Skill set:

Soft Skills

Technical Skills

Business Development

MS office: Excel, Word, and Power-Point.

Client Servicing

Internet

Market Research & Analysis

Photoshop & Corel Draw (Basics)

Sales Promotion

Tally

Relationship Management

EXTRA CURRICULAR ACTIVITIES

- Best Manager in executing VH1 Super Sonic Event, Pune and Bangalore (2016-2017)
- Participated in cultural events at corporate level such as Management, Anchoring, Singing, and Event Organizing. (2012 – present)
- Participated in college event (Got first prize in musical events-IIPM AAGMAN).
- Achieved best Scout at School Level (1998)
- Inter School State Level Cricket under 19(age group) (1999).

HOBBIES

- Listening to music, singing,
- Photography, Painting
- Exploring new places and passionate rider.

PERSONAL INFORMATION

Father's Name : Rabin Deka

Date of Birth : 02.11.1986

Gender : Male

Linguistic Proficiency : English, Hindi, Kannada, Bengali, Assamese

Permanent Address : C/O-Mr. Rabin Deka, #37
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(Rajdeep Deka)