



## RESUME

BAPPA KARMAKR

 9903226164

 [bappaanimator@yahoo.co.in](mailto:bappaanimator@yahoo.co.in)

 **19 Years Experience in Education Industry**

***[Sales, Marketing & Operations]***

- SALES & MARKETING MANAGER [RICE EDUCATION]
- CENTRE MANAGER [HI-TECH ANIMATION]
- SR. BUSINESS DEVELOPMENT MANAGER [LCC INFORTECH LTD]
- BRANCH MANAGER [TECHNOWORLD]
- BRANCH MANAGER [BRAINWARE]
- SYSTEM SUPPORT EXECUTIVE [BIDHAN CHANDRA KRISHI VISWAVIDYALAYA]
- MARKETING EXECUTIVE [AMAR PC PVT LTD]



**BAPPA KARMAKAR**  
19 Years Experience in Education Industry  
Sales, Marketing & Operations

**WORK EXPERIENCE**



**COMPANY PROFILE**

RICE is a systematic, structured and disciplined organisation that has helped Aspirants achieve their career Goals in Government Job preparation and Competitive examinations with an experience of 38 years

July 2021...

**SALES & MARKETING MANGER**

- Responsible for Revenue Generation for Head Office (Belgharia)
- Developing and executing weekly and monthly strategies to achieve the Sales targets.
- Executing the plans made on a daily basis and delegating duties to the team members.
- Planning BTL activities and expenditure to maximize footfalls in the Centres.
- Generate leads by deploying and guiding the sales team on various marketing campaigns such as school/college/university seminars, road shows and other above the line (ATL) and below the line (BTL) activities.
- Contribute towards set targets by doing school/college/university visits for meeting principals, coordinators and management personals for business development.
- Ensure a delightful customer experience while going for home visits to counsel students and parents and close admissions resulting in enrolling the students.
- Capitalize on business opportunities by liaising with local tuition teachers.
- Facilitating target conversions by constant supervision and providing advice and assistance to the team members.
- Ensure the branding of the centre in compliance with the organization's policies.
- Regular interaction with existing students to enhance good customer relationship, ensuring customer satisfaction and servicing their needs and complaints.
- Conduction of morning meetings with team members to evaluate performance and delivery of services on a daily basis.
- Head the sales & marketing team and optimize individual and team performance.
- Preparing daily/monthly reports and reporting to ZI (Sales & Marketing)

**CONTACT**

✉ bappaanimator@yahoo.co.in  
☎ +91 9903226164  
🌐 linkedin.com/in/bappa-karmakar  
💻 aariyan23@outlook.com  
📞 9903226164  
📍 A/47, Amropally, Po - Garifa  
P.S- Naihati, Pin-743166  
West Bengal, India  
(Near, Arjun Smriti Sanga Club)

**EDUCATION QUALIFICATION**

📖 **MBA - MARKETING**  
JAIPUR NATIONAL UNIVERSITY

**PERSONAL INFORMATION**

📅 Date of Birth: 4 April 1984  
👤 Father's Name: Babul Karmakar  
👪 Marriage Status:

**SKILL**



- ● ● ● ● Microsoft Office
- ● ● ● ● Adobe Photoshop
- ● ● ● ● Corel Draw
- ● ● ● ● PageMaker
- ● ● ● ● Flash
- ● ● ● ● Premier
- ● ● ● ● Sound forge
- ● ● ● ● Hardware & Networking

**LANGUAGES**

- ● ● ● ● English
- ● ● ● ● Hindi
- ● ● ● ● Bengali

**ACHIEVEMENTS**

**In the Year (2022-2023)**

2375 Admission out of 2700  
30% of individual target  
Growth 27% last Year  
Last Year 1850 Target  
(2021-2022)

**Notice Period** 30 Days





Hi-Tech Animation is an ISO 9001:2015 certified organization with state-of-the-art production facilities and a line of premiere training institutes in India. Rated as one of the largest production houses in India with over 700+ employees, the company is an abode for artists and creators producing world class content for films television and digital media. It boasts of an esteemed array of national and international clients like Sony Yay, Disney, POGO, Nick, Byju's, Cartoon Network, Zee News, ABP Ananda, Zee Bangla, Sonic, Siti Group of Channels, Toonz Animation, to name a few.

Hi-Tech Animation (Operating under the legal entity Moople Academy Pvt. Ltd) is the pioneer in redefining the concept of multimedia education through its 15+ centres of excellence across India and still growing. Thanks to the distinguished model of hands-on learning, live production house students have created a vibrant reputation in the market with extremely high employability rate

#### CENTRE MANAGER

Dec 2020-  
April 2021

- [1:1] Counseling for Professional / Career Courses.(fees- 85k - 2.8 lakhs)
- Looking for Expenses and Revenue for Centre.
- Managing the entire team of Business as well as training.
- Documentation of Business & operational information.



**LCC** Infotech Ltd. (erstwhile Lakhotia Computer Center)  
it has been conducting IT Training for over 35 years.

- Is a public limited company that is actively traded on National Stock Exchange
- Has training centers across India.
- Has trained over 30 lakh students since its inception.
- LCC has an expertise in 5 different education verticals like Software, Multimedia, Financial Accounting, Hardware & Networking, English Learning and Soft skill.

October 2012-  
March 2020

#### SR. BUSINESS DEVELOPMENT MANAGER

##### LCC INFOTECH LTD

- New Franchisee Opening and Support in West Bengal, Bihar, Jharkhand, UP, Orissa & North East for (UG & PG Courses, Career Courses, Competitive Courses & Govt. Skill Project Centre.)
- Competitive, Career & Degree Courses Selling (1:1 Counseling, Consultancy Tie-up, Participation Education Fair, Corporate Visit, School/College Seminar, Road Show Different Activity, other promotional activity).
- Managing the entire team of Business.
- Documentation of Business & Operational Information.
- Planning, Motivating, and Meeting the required goal of the Institution.
- Looking for Expenses and Revenue for Franchisee Centre.
- Coordinate with Regional Manager in planning short and long term projects, budgets, expense controls, schedules, and manpower.

August 2011-  
September 2012

#### ASST FRANCHISEE EXPANSION MANAGER

- New Franchisee Opening in West Bengal, Bihar, Jharkhand, UP, Orissa & North East for (UG & PG Courses, Career Courses, Competitive Courses & Govt. Skill Project Centre.)
- Managing the entire team of Business.
- Documentation of Business & operational information.
- Coordinate with Franchisee Manager in planning short and long term projects, budgets, expense controls, schedules, and manpower.



**TECHNOWORLD** (The company deals with the training of computer based Hardware, Multimedia, and Graphic Design. Technoworld the Kolkata based company)

September 2010-  
July 2011

#### BRANCH MANAGER

- Managing the entire team of Business as well as training.
- Documentation of Business & operational information.
- To upgrade satisfied students to other courses or obtaining references for external & internal admissions & new business generate.

**Achievements:** Working as a group member played a supporting role to put the organization among top centers of Technoworld outfits from the point of business earnings annually



**BRAINWARE** *(Being A Franchisee Of Brainware Consultancy Pvt.Ltd The Company Deals With The Training Of Computer Based Hardware, Multimedia, Fa & Software. They Also Have Separate Software Development & Bpo Sectors. Brainware, The Kolkata Based Company Also Has Its Outfits In North & Northeast Regions. They Also Have Outfits In Certain South East Asian Countries)*

June 2008-  
September 2010

**BRANCH MANAGER**

- Managing the entire team of Business as well as training.
- Total Business Support
- Documentation of Business & operational information.
- To upgrade satisfied students to other courses or obtaining references for external & internal admissions & new business generate.

**Achievements:** Working as a group member played a supporting role to put the organization among top three centers of BRAINWARE outfits from the point of business earnings annually.

May 2008-

**CENTRE IN-CHARGE**

- Managing the entire team of Business as well as training.
- Documentation of Business & operational information.
- To upgrade satisfied students to other courses or obtaining references for external & internal admissions & new business generate.

December 2006-  
April 2008

**ACADEMIC HEAD** from 17/12/2006 to 30/04/2008

- Managing the entire team of Business as well as training.
- Training of Hardware & Networking Multimedia Software & M.S. Office
- Documentation of Business & operational information.
- To upgrade satisfied students to other courses or obtaining references for external & internal admissions & new business generate.

May 2006-  
December 2006

**SYSTEM SUPPORT EXECUTIVE**

- Communicating to the higher authority regarding the operational problems.
- Training of Hardware & Networking, Multimedia, and Software & M.S. Office.
- Documentation of Business & operational information.
- To upgrade satisfied students to other courses or obtaining references for external admissions.



**BIDHAN CHANDRA KRISHI VISWAVIDYALAYA**

The university established in 1974, has completed four decades of its existence as the pioneer Institute of Agricultural Education, Research and Extension. The main objective of this Viswavidyalaya is to provide facilities for the study of Agriculture, Horticulture and Agricultural Engineering. It is also to conduct researches in these sciences and undertake the educational and extension programmes in agriculture among the rural clientele base, keeping in view the requirements of the state.

SEP 2005-  
MAY 2006

**SYSTEM SUPPORT EXECUTIVE** Maintains Based Hardware Networking & Software .



**AMAR PC PVT.LTD.**

(AMAR PC Private Limited Company. It is classified as Non-Govt. Company and is registered at Registrar of Companies, Kolkata. Its authorized share capital is Rs. 10,000,000 and its paid up capital is Rs. 800,000. It is involved in Other computer related Peripheral)

March 2004-  
November 2004

**MARKETING EXECUTIVE** the basic operational areas were:

Selling of Personal Computers, Software and Peripherals.

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Signature & Date