

## NABIN RAI - Sales & Marketing / BD

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Best time to call: 9am to 7pm



Personal Details:-

Gender: Male

Nationality: Indian

Marital Status: Married

Date of Birth: 7<sup>th</sup> June 1990

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**Business Development | Sales & Marketing Management | Inside sales | Key Account Management | Brand Promotion | Client Relationship Management | Team Lead**

*Seeking a challenging position with an organization where demonstrated skills in sales & marketing, business development, brand management & operations management can be used to increase profitability & promote growth for the company*

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### PROFESSIONAL SUMMARY

**Professional Summary:** Result driven and dedicated professional with more than 9 years of rich experience in Sales & Marketing, Business Development, and Team Leader in Education industries. Being sales & business professional I am expertise in all core business functions with prominence on Sales & Marketing/Revenue Generation /Business Development, Project Management, Innovation & Business Excellence, Team Building and Productivity / Performance Improvement.

- Conversant with implementing various sales strategy to maximize revenue
- Skillful in implementing strategic plans for operations aligned with business strategies, thereby achieving corporate goals and set targets
- Efficient in developing and nurturing business relationships for attaining maximum sales potential
- Focused on establishing excellent productive client relationships, working to identify their needs, quickly resolve issues and to assure their business needs are met
- Ability in implementing competitive strategies for generating sales and increasing revenue towards achievement of turnover & bottom line targets

### KEY RESPONSIBILITY AREAS

- Responsible for achieving the sales targets of assigned leads through Inside sales. Identification of new customers, Build and maintain relationships with students and parents and key customer associates.
- Developing a marketing and sales team to implement strategy & delivering on objectives. Design, implement & facilitate an effective sales and marketing strategy. Carrying out effective research & intelligence into competitor product & other trends.
- Understand end customer requirements and provide inputs to the product development team. Provide market intelligence and information to the product development and core team for better up-gradation of the existing products
- Define, track and improve key sales metrics and monitor those metrics. Collate & analyze daily/weekly/monthly data for maximizing revenue by calling students and parents.
- Maintaining CRM for data management and better updation of sales funnel and working on target to close them.

**Personal Attributes:** Leadership and strong people management skills with cross-functional exposure gained from working in key roles as Branding & Promotion (Sales), Public relations/Business Development, Sales Officer, exhibiting the capability in setting up new markets, channels, building & maintaining healthy business relations with key stakeholders, and accomplishing business and financial objectives

## SKILL SET

- Sales & Marketing
- Business Development
- Revenue Generation
- Customer Relationship
- Branding & Promotions
- Sales Estimates & Planning
- Planning & Administration
- Operations
- Customer Service
- Team Leadership

## Functional

### Technical

- Operating Systems: Windows.
- Applications: Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Basics

## LANGUAGE SKILLS

- Proficient in English, Hindi, Bengali, Nepali.

## EDUCATION

- Masters of Business Administration (Marketing) from Bengal Institute of Business Studies, Kolkata, India (2015)
- Bachelor of Commerce from BNS College, Bhilai, India (2012)

## CAREER CONTOUR

DESIGNATION	EMPLOYER	DURATION
Dual Touch Point Mentor (UPSC)	Unacademy	April 2022 - April 2023
Sr. Business Development Executive	Unacademy	Nov 2020 - March 2022
Business Development Officer(Sales)	TIME Institute	June 2018 - Nov 2020
Sr. Sales & Marketing Executive.	Aakash Institute	Oct 2014 - May 2018
Sales Executive (Retail)	Madura Fashion & Lifestyle(Peter England)	April 2014- September 2014

## NOTABLE ACCOMPLISHMENTS

- PERFORMANCE AWARD 2017 for best performance in the region (Aakash Institute)
  - Promoted from Co-ordinator (sales) to Sr. co-ordinator (sales) -Aakash Institute
  - Invited 260 student in Aqua Regia (Science Quiz) from different school - TIME Institute
  - Becoming UPSC Mentor in unacademy from Sr. BDE post.
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