

# AMIT KUMAR BERA

## Marketing & Sales Professional

Experienced business development, sales and marketing professional with 2.5+ years hands-on expertise in market research, analysis and evaluating growth strategies. Adept at networking with decision makers, conducting business introductions, and growing a customer base. Excellent communications and presentation skills with proficiency in CRM and MS Office.

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**Skills:** Inside Sales | Business Development | Negotiation | SEO | Decision Making | Market Research & Strategy | Business Management | Market Analysis | Business Intelligence | Data Visualization | Sales | Digital Marketing | Leadership | Requirement Analysis | Statistical Analysis | Team Management | Client Relationship Management | B2B | B2C | Brand management | Google Analytics | Email Campaigns | CRM | Leads | Forecasting | Networking | Salesforce

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## Work Experience:

### Marketing Specialist

#### Quick Ride, Bengaluru

02/2020- Present

- Participation in sales campaign (Enterprises, Tech Park & Communities), BTL Activities (Road Shows, Partnerships etc.), Customer Engagements, Business to consumer, Business to business, cross sell
- Lead Generation, Target Achievement minimum 10 customer per day & collaborate with 100+ marketing and other professionals to coordinate brand awareness and marketing efforts
- Conducting market research to find answers about consumer requirements, habits and trends
- Monitor and forecast marketing, sales trends increase 5-10% per day & feedback and market research for customer demands grown 200 over people
- Conduct research to identify new markets and client needs & qualifying leads from marketing campaigns as sales opportunities
- Arrange business meetings with prospective clients, take help of product and leadership team as required
- Plan approaches and pitches working with the product management & leadership team
- Promote the company's products/services addressing client's needs, concerns & objectives. Prepare sales contracts ensuring adherence to law established rules & guidelines.

### Business Analyst

#### Nutanix, Bengaluru

05/2019- 01/2020

- Used relationship management techniques to develop selling opportunities within 200+ partner organizations; penetrated new divisions and organizations within assigned partner account; developed new selling relationships within assigned partner account; developed new direct selling opportunities.

- Schedule and attend sales call appointments with a prospect in partner organization. Nutanix Channel Partner Representatives may also participate in the sales call to help qualify the opportunity.
- Utilized a consultative approach, discussed business issues with prospect and develop a formal quote, a written sales proposal or a formal sales presentation addressing their business needs.
- Developed account plan to sell to customers based on their business needs & Respond to RFP's and follow up with prospects.
- Build and strengthen the business relationship with current accounts and new prospects.
- Recommend marketing strategies & led a team of sales executives in a sales campaign that resulted in increased sales of \$500k and the company exceeding its annual sales targets by 25%
- Provided status information to your Manager including forecast/pipeline information.
- Identified Nutanix customer references that can be utilized when reference selling & provided product feedback back to engineering to improve Nutanix complete block solutions

## **Project Consultant**

### **Development Research Communication and Service Centre, Kolkata      08/2018-01/2019**

- Educate community & associations to undertake farm based activities & enhance awareness on treatment of land & water resources
- Guided technical support to team in preparation of technical training materials & modules
- Responsible for conducting 3-4 visits to get data & future development & execution process.
- Mentored marketing of renewable power equipment, sprayers, fertilizers, water pumps, seeds etc. increases 15% capital of total

## **Education:**

- Master of Business Administration (MBA) on Marketing and Business Management from NMIMS, Mumbai, (Distance Learning) 03/2020- Present
- Bachelor Of Technology (B Tech) on Mechanical Engineering from University Of Engineering And Management Jaipur with 70% First Class honors, 05/2018

## **Achievements:**

- Secured 89% first attempt in CAT Exam on 2019-2020 year
- Got outstanding award for research paper activates from UEM Jaipur 2018
- Achieved Runners up award for entrepreneurship from National Entrepreneurship Network, 2017
- Awarded West Bengal Government Scholarship during HSC and 30% scholarship awarded from UEM Jaipur for academic excellence

## **Personal Details:**

- Languages: English (Fluent), Bengali (Native), Hindi (Fluent), French (Limited)
- Passport-Z4608755
- Hobbies: Sports, Planting, Painting, News & Magazine, Blogging

## **Declaration:**

I hereby declare that the information furnished above is true to the best of my knowledge.