



ABHIJIT CHATTARAJ

SENIOR PROFESSIONAL



abhijitchattaraj.chattaraj@gmail.com



+91 8617569943

MARKETING & BUSINESS DEVELOPMENT FUNCTIONS | BRANDING & PROMOTION | STORE OPERATION (RAW MATERIAL)

Location Preference – PAN India and Overseas



Executive Profile

- An **accomplished professional** with **nearly 10 years** of experience in improving strategic **Marketing, positioning of brand**.
- Experienced in devising **day-to-day** maintain **Raw Material** for effective utilization of department.
- Proven success in ideation, formation, execution and monitoring for all **marketing initiatives** for brand salience & **business development**.
- Excelled at optimizing **business operations** as well as development & expansion of **marketing** network to achieve high productivity standards
- Led and extended **campaign ideas** across ATL (Above the Line), BTL (Below the Line), **Marketing**.
- Recognized for **organizing events** such as Seminar (Investor), New Product Launch, Steel Conference and so on.
- Experience in managing **procurement** of raw material & consumables with a view to enhance efficiency and achieve cost reduction through vendor development, materials management.
- **Commissioning Plant work (Mozambique and Saudi Arabia)** Exposure of managing **raw materials** including Scrap, Furnace, CCM, Rolling Mill and Production Raw Materials
- Skilled in **negotiating** with suppliers, maintaining suppliers relations, evaluating suppliers, managing buyer processes and analyzing reports
- Applied innovative & customized **marketing & advertising strategies** to increase customer acquisition, penetration & revenue
- Excellent **planning, coordination & relationship management skills** with capabilities in managing cross-functional team



Key Impact Areas

Marketing / Brand Management

Business Growth & Sales Revenue

Supply Chain Management

Process Efficiency Enhancement

CRM and SWOT Analysis

Budget Management & Cost Controls

Client/ Stakeholder Engagement

Team Management & Training



Soft Skills

Negotiator

Communicator

Planner



Education & Credentials

- PGDBE (Marketing) from Wigan & Leigh College, Bangalore in 2010
- B.Com. from Asansol B. C. College under Burdwan University in 2007



Career Timeline



Organizational Experience

Sep'19 – Aug'20 : NOYAL Construction Kolkata (Bankura Site) as a Manager (Raw Material Work)

Role: (confirm)

- Supervised production operations, warehouse facility, process improvements & dispatch of materials; assisted the team for completion of the target within time and cost parameters
- Minimized performance issues for achieving high productivity with minimum consumption of material & machine
- Executed procurement of raw material in coordination; forwarded purchase requisition about shortage of raw material and any urgency
- Conceptualized & implemented marketing strategies right from ideation, campaign, communication, business planning & projection, execution, post execution reports and tracking the progress
- Established customized marketing strategies in tune with corporate strategies for demand/ lead generation to achieve business targets & revenues
- Devised strategic marketing campaigns to enhance brand salience and lead generation for business development
- Headed focused & hardworking BTL campaigns entailing roadshows, consumer engagement initiatives, door-to-door campaigns, mall activations, consumer events, referral/ loyalty programs, exhibitions, newspaper insertions basis the cultural & consumer behavioral
- Front-led ATL campaigns including radio campaigns (prominent houses), TV ads & print ads (Local, Regional, National), outdoor campaigns (banner, LED, metro station branding, metro inside branding, auto branding, moving hoardings, human banner, banner campaigns, wall painting's, wall reps) and so on
- Ascertained market potential of different branch locations and devised new strategies accordingly

Previous Experience

Apr'18 – Aug'19: MCTI: Metal Corner Trade Industries Ltd., Saudi Arabia as Manager (Store- Raw Material/Marketing)

Nov'17 – Mar'18: P. K. Thakur Construction & Co. as Operations Manager (Store- Raw Material/ Marketing)

Nov'16 – Oct'17: Indo Africa Steel LDA, Mozambique as Operations Manager – HRD, Marketing & Store- Raw Material

Feb'15 – Oct'16: ASR Steel (ASR Multimetals) as AGM – Marketing & Sales (Projects)

Sep'10 – Jan'15: Gujarat NRE Coke Ltd. (Steel Division) as Marketing Executive

Aug'06 – Feb'08: Nokia (People Concept), Kolkata as Sales Executive

IT Skills

- MS Office Suite, Internet Application, Outlook Configuration and Windows

Personal Details

Date of Birth: 14th April 1986

Passport No.: K7727627

Address: Shreekhand Housing Complex, Block B, Flat No. B3/1, Riverside Road, (Burnpur), City Asansol, Dist. Burdwan – 713325, West Bengal, India

Languages Known: English, Hindi and Bengali

Skype: abhijit_chattaraj