

RAJU MANDAL

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PROFESSIONAL SUMMARY

Results-driven Sales and Marketing professional with 8+ years of experience in business development, customer acquisition, and brand management. Expertise in driving revenue growth, CRM, B2B/B2C strategies, contract negotiation, and team leadership. Seeking an opportunity in the UAE.

EXPERIENCE

Sales & Customer Service Manager | Berger Paint Nepal | Jan 2024

- Developed and executed sales strategies, increasing revenue by 25%.
- Established key partnerships with distributors and corporate clients.
- Led high-impact marketing campaigns and B2B negotiations.
- Implemented CRM solutions to improve customer retention.

Sales Officer & Hospitality Coordinator | CE Construction | Jan 2018 – Dec 2023

- Managed end-to-end sales operations, growing client acquisitions by 30%.
- Conducted in-depth market analysis to identify expansion opportunities.
- Provided top-tier hospitality services for VIP corporate clients.
- Designed customer service strategies to enhance client engagement.

EDUCATION

MBA – Marketing | University of Pune | 2016

BBA – Business Administration | Jiwaji University | 2014

CORE SKILLS

✓ Sales Strategy ✓ Business Development ✓ CRM ✓ Market Research ✓ B2B & B2C Sales
✓ Negotiation ✓ Digital Marketing ✓ Brand Management ✓ Lead Generation ✓ Client Relations

TECHNICAL SKILLS

Salesforce | Microsoft Office | Social Media Marketing

CERTIFICATIONS

- Digital Marketing Certification – Google
- Advanced Sales Strategies – HubSpot Academy

LANGUAGES

English: Fluent | Hindi: Native | Nepali: Native