

# Sohini De

## Account Manager



4 Years 8 Months



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## Profile Summary

An accomplished professional delivering over four years of experience in impacting organization profitability through effective planned s systematic decisions for Marketing, Sales s Business Development. My dexterity lies in CRM, Client Acquisition s Retention, Business Strategy Implementation, Premiumization, Cross-selling, Goal Setting s Forecasting, B2B s B2C Sales and Relationship Management.

Seeking to work in a challenging and dynamic environment and have a driving ambition to reach the pinnacle in my field of work through a steep learning curve and consistent professional growth. Over time, I have proved my excellence in identifying and developing new markets, generating leads, retaining clients, and achieving targets as well as in implementing marketing strategies based on consumer preference and driving volumes.



## Key skills

- Management
- Relationship Management
- Project Management
- Communication Skills
- Lead Generation
- Sales
- B2B Sales
- Business Development Management
- Direct Sales
- Communication
- Marketing



## Personal Information

City **Kolkata**

Country **India**



## Languages

- English
- Bengali
- Hindi



## Education

**MBA/PGDM, 2020**

**EIILM , KOLKATA**

**B.Com, 2015**

**St Xaviers College  
Kolkata**

**12th, 2012**

**CISCE(ICSE/ISC),  
English**

**10th, 2010**

**CISCE(ICSE/ISC),  
English**



## Work Experience

**May 2023 - Present**

Account Manager

**Airtel**

- Cultivated and nurtured durable client relationships to enhance loyalty and retention
- Executed negotiations to secure and finalize orders and contracts, achieving a revenue optimization.
- Generated new business opportunities by effectively implementing upselling and cross-selling strategies with current clients
- Orchestrated timely and successful delivery of solutions tailored to meet client specifications
- Drove growth in Customer Market Share (CMS) and Revenue Market Share (RMS) in both existing and new accounts

**Mar 2021 - May 2023**

Service Co-ordinator

**Enlightitech Solutions**

- Analyzed existing customer data to identify opportunities for revenue growth.
- Served as the primary point of contact for customer complaints and effectively escalated issues when necessary.
- Ensured compliance with contract terms by both the company and clients.
- Collaborated with internal teams, including sales, engineers, and senior management, to address customer needs.
- Evaluated service quality and identified and implemented areas for improvement.
- Contributed significantly to maintaining high levels of customer satisfaction.

**Mar 2020 - Mar 2021**

Assistant Manager

**Bandhan Bank**

- Managed daily banking operations including account transactions, loan processing, and customer inquiries.
- Generated potential leads and successfully converted them into profitable business deals for the bank, resulting in a 15% increase in new business acquisition.
- Maintained accurate records and efficiently processed applications to ensure smooth daily banking operations.
- Addressed and resolved customer complaints and concerns, maintaining a customer satisfaction rate of 95%.
- Drove business growth by promoting and selling third-party products, contributing to a 20% increase in revenue from cross-selling initiatives.
- Cultivated strong customer relationships through engagement activities, leading to a 25% increase in customer retention.
- Prepared comprehensive customer portfolios to personalize service delivery and drive customer satisfaction.
- Provided exceptional post-sales service, resulting in a 10% increase in customer satisfaction ratings.



**Internship**

**61 Days**

Intern

**HDFC Bank**

Responsibilities:

- \* Financial Activation of new customers digital banking accounts
- \* Funding depletion accounts
- \* Identifying prospective customers for potential investments
- \* Efficiently contributing in the noticeable growth of the branch digital banking accounts
- \* Converting cold calls to effective closure
- \* Coordinating the team to set up various business exhibitions, promotional events and campaigns
- \* Raising the customer's awareness about the various digital banking products
- \* Assist customers in the operation of digital banking.
- \* Addressing the various complaints of net banking faced by the customers.
- \* Actively participating in meetings and appointments under the supervision of team lead and bank manager

61 Days

Intern

**Mahindra Mohan Motors**

Responsibilities:

- \* Building up new client relationship by calling and pitching them for sales
- \* Fixing up appointments with customers
- \* Visiting customers under the supervision of my Team Leader
- \* Maintain and manage existing files to build and follow up for add on growth of the organization and support future sales.
- \* Methodically profile clients and assess their needs to professionally prepare and present accurate and timely solutions that satisfied their requirements.
- \* Participated in productive meetings and discussions regarding potential issues.
- \* Coordinated promotional events and campaigns along with team leader and manager.

Signature

*Sohini De*