

MADHUMANTI BHATTACHARJEE

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Strategic-thinking Business Development Manager focused on exceeding revenue objectives and driving business growth. Great communication skills with innovative leadership style. Utilised marketing knowledge for business development of law firms. Adept at cultivating, managing, and leveraging client relationships. Looking for positions in Marketing and Business Development.

Relevant Skills

- Sales
- Prospecting
- Market research
- Forecasting and planning
- Adaptable
- Time Management
- Promoting products and Services
- Technological skills
- Key relationship building
- Exceptional presentation skills
- Advanced problem-solving
- Persuasive negotiator
- Goal Focussed
- Marketing Strategy Development
- Divergent

Professional Experience

Sabbatical/Medical Leave

August 2020–Present

- **Due to a medical condition, I was unable to continue in active employment. However, I have now recovered fully and am enthusiastic to recommence full time employment.**
- **Helped law firms as friendly gesture in devising strategy to increase business development for revenue generation.**

Business Development Manager

VPG Warehousing and Logistics Park., Gurgaon, IN

2020–2020

- Served as POC to clients, contacted potential customers from CMOs to Start-up founders. Managed accounts of individual and corporate clients.
- Devised and applied new strategy with respect to pitches, marketing, and by analysing competitors and market threats to achieve customer acquisition and sales maximization
- Developed tailored quotes and proposals for clients. Managed Logistic project at Neemrana, Rajasthan.

Corporate Sales Manager

CPO Innovation; Competitors View, New Delhi, IN

2020–2020

- Researched prospective accounts, pursued them for lead generation, converted cold leads to successful warm prospect.

Junior Consultant

Maison Macolat, Antwerp, BE

2019-2019

- Developed OMNI-Channel Marketing strategy by customer journey mapping, segmentation, market research and analysis.
- Participated in the product pre-launch for feedback

Advocate

Self Employed, High Court, Calcutta, IN

2014-2018

- Represented 10 clients in various civil cases
- Voluntarily rendered legal advice/ service to an NGO

Education and Certifications

Antwerp Management School, Antwerp, BE
2018-2019

Master of Science in Global Management, PGDM/MBA equivalent (concentration: finance, marketing)

Calcutta University, Kolkata, IN

2009-2014

Bachelors of Law, BA.LLB (concentration: civil, criminal, business, environmental, economics, labour etc.)

Sustainable Transformation, UNSDG

2019-2019

Certificate of Practice, BCI, IN

2017-Present

Elementary French, A1, Alliance Francaise du Bengale, Kolkata, IN

2018-2018

Additional Skills

- Proficient in MS (Word, Teams, PowerPoint), SKYPE, Google suite
- Fluent in English, Hindi, and Bengali

Reference

- **Peter Verhezen, Professor, Antwerp Management School**