ARNAB CHOWDHURY

Sales Executive with experience in lead generation, client handling, and closing deals. Skilled in cold calling, relationship building, and converting prospects into customers. Strong communication and negotiation abilities with a focus on achieving sales targets and driving revenue growth.

Contact

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Work Experience

Client executive, Vita Student, Cardiff
Aug 2023 - Dec 2025

- Facilitated lettings and sales activities by engaging prospective students and parents, answering accommodation queries, and promoting Vita Student's facilities and lifestyle offering.
- Used Salesforce to log customer interactions, manage leads, track bookings, and maintain accurate client records.
- Directed 50+ events annually (academic, cultural, wellbeing), reaching 500+ residents and achieving 85% average attendance..

Social media and marketing officer, Interaction Ltd, Newport
May 2023 - Sep 2023

- Oversaw the company's social media presence, growing followers by 70% and increasing engagement rates through strategic content creation and regular interaction.
- Analyzed campaign performance data using Excel and Google Sheets.
- Supported lead generation and follow-ups for premium services through email and CRM tools.

Sales executive, FTF events and entertainment, Bhilai
April 2021 - Jun 2022

- Handled inbound and outbound customer enquiries via phone, email.
- Designed sales-driven marketing collateral that improved revenue.
- Achieved individual and team sales targets while maintaining high customer satisfaction.

Skills

Technical skills

- Inbound & Outbound Sales (Phone, Email, WhatsApp)
- KPI & Target Achievement
- Lead Follow-ups & Conversion
- Excellent Verbal & Written Communication.

Tools

- Salesforce
- Microsoft Office (Word, excel, PowerPoint)
- Google analytics
- Canva

Languages

- English (Fluent)
- Hindi (Fluent)
- Bengali (Fluent)
- Welsh (Basic)

Certification

- Operational excellence foundations
- Customer service foundation
- International Marketing Foundation
- General data protection regulation v2.0

Educational Background

Master's in business administration

University of south wales, Cardiff
Feb 2023 - Dec 2023

Bachelor's in business administration

Jagannath University, Delhi
Aug 2018 - Sep 2021

Additional Information

- Received the prestigious Certificate of Appreciation Experience Award, underscoring a track record of sustained exceptional performance and significant contribution to the organisation.
- Master Thesis: Enhancing Support for Vulnerable Customers in the UK Banking Sector