**DEBI PRASAD PADHI**

**At H/O Sri K.K.Padhi, 1st Chandraprabha Street,Berhampur(GM),Odisha-760001**

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**15 Years of Experience in Sales,Marketing, Training, Distribution, Retailing, Team Management, Administration & PR work and also in SEO optimization, Article Writing, Ghost Writing. Giving voice overs etc.**

**Current Profile since Oct 2012: Marketing at Sarthak TV,Cuttack, Odisha**

**Job Responsibilities:** Co- Ordinating all marketing activities which includes ensuring client deliverables like integration in reality shows, tv programmes, hoardings, co ordinating with agencies and clients for the same, ensuring web promotions and timely reports to TRAI etc through team. Also give ***voice over*** for clients and promos and give write ups for news items on programs and seo optimization.

**(Apr 2011-Sep 2012):** ***General manager at Times Gurukul***, Bhubaneswar,

***Job Responsibilities :***

* Looking overall at the quality control
* Heading the franchisee division, which included designing & implementation**.**

***Achievements:***

* Successfully the concept which was uploaded in website too, conducted the franchisee meet and appointed four franchisees in the first 3 months
* Made changes in the collection system at the college which saved pilferages of 5 lakhs p.a
* Was a successful mentor for troubled and truant students

***(Aug 2009-Mar2011):*** ***Admin Head*** *at* ***Centurion Group of Institutes***

***Job Responsibilities :***

* Handling overall administration
* Mentoring students on how to attend interviews & heading the Discipline committee.
* Organizing head for all mega events like “Gajajyothi”, annual function for Engineering.
* PR work for important dignitaries, celebrities and strategic tie ups

***Achievements:***

* Systemised the allowance of vehicles for official purpose as well as the indenting in stores which stopped pilferage to the tune of 2.5 lacs p.m
* Involved students and created teams in management of mess which ensured quality of food as well as minimized wastages
* Facilitated tie ups with foreign universities by PR and hospitality extended
* Feedback from students were excellent on mentoring them on interviews
* Did good teamwork with students and managed the function “Gajajyothi” at a budget of 3.5 lacs from the previous expense of 5-6 lacs, mainly by plugging the gaps for pilferages and team management

**July 2007- June 2009*):*** Worked as **Senior Manager** at **Reliance Communications,** posted at Rourkela.

***Job Responsibilities:***

* Guiding Monitoring and working along with the sales team towards achieving numbers in respect of post paid, pre paid, handset.
* Monitoring stock& sales in tandem with various prod groups and ensuring recruitment of proper manpower
* Training of manpower, zero short deposits & quality of sales as well as finding new avenues to sell.

***Achievements:***

* Appointed 3 new channel partners at cluster, set up manpower and

ensured above responsibilities were adhered.

* Closed a deal of 500 postpaid connections at SEPCO, Vedanta
* Gave continuous growth in prepaid sales and primary billing &

* Ensured zero short deposits as well as exceeded postpaid sales target

achievement for 2008-2009.

***Feb 2004 – June 2007:*** Worked as **Retail Outlet Manager for Reliance Petroleum**.

***Job Responsibilities:***

* Setting up the 1st RO of Reliance Petroleum and subsequently helping set up other RO’s.
* Day to Day Administration & Operational issues including handling departments like W & M and sales issues
* Imparting training and handling sales & operations through a team of thirty people which included a plaza manager and an Operator.

***Achievements:***

* Sales more than the projected extraction.
* Strong implementation of the system and smooth operations in the retail outlet
* Made the staff totally proficient & induced a feeling of team spirit in them.

***MAY 1998 – Jan 2004:*** Worked in **MRF TYRES** from at Siliguri, Asansol and Dhanbad wherein I was the branch manager at Dhanbad.

***Job Responsibilities:***

* Handling sales of the territory assigned to me through dealer network, consumer contact & promotional campaigns initially by self and later on by team. When I was branch in charge I was responsible for overall working of the branch.

***Achievements:***

* Gave growth in Siliguri market from 500 truck tyres to 800 truck tyres in a recessionary market condition for which was given independent depot at Asansol.
* Gave growth in Asansol from 400 truck tyres to 750 truck tyres for which I was promoted and made branch in charge of Dhanbad.
* In two months did the maximum no. of conversions and left Dhanbad depot at 600 tyres from existing base of 350 tyres.

***EDUCATIONAL QUALIFICATIONS:***

* Post Graduate in Management from Indian Institute of Advanced Management, Visakhapatnam (1996-1998)
* Graduation in Physics Hons from Khallikote College, Berhampur (1990 – 1993)
* 10 +2 Science from Khallikote College, Berhampur (1988 – 1990)
* !0th from St. Vincent’s Convent School, Berhampur (1988)

***PROJECTS DONE(During MBA)***

* Feasibility of launching “ FUSE SWITCH UNIT “ for CROMPTON GREAVES LTD in Secunderabad and Hyderabad market done as a summer project in MBA in 1997.
* Launching of an Entrepreneurial product “CONCISE “in Visakhapatnam market in 1998.

***PERSONAL DETAILS:***

Date of Birth : 09.02.1973

Sex : Male

Marital Status : Separated

**(DEBI PRASAD PADHI)**