



BARNALI GHOSH

Sales Executive | Lead Generation | B2B & B2C

Sales

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- 18thJanuary 1999

SKILLS

- Core Skills: Lead Generation, B2B & B2C Sales, Client Acquisition, Client Onboarding, Cold Calling, Email Outreach, CRM Management
- Web Technologies: HTML, CSS, JavaScript
- Design Skills: Wireframing, Prototyping, Responsive Layouts, Interaction Design
- Soft Skills: Communication, Problem-Solving, Team Collaboration, Creativity.

EDUCATION

Bachelor of Engineering

Computer Science and Engineering
Karpagam College of Engineering
2019 - 2022

Diploma of Engineering

Computer Science and Engineering
Karpagam Polytechnic College
2015 - 2018

LANGUAGES

- English
- Hindi
- Bengali
- Tamil
- Assamese



PROFILE

Results-driven Sales and Lead Generation professional with experience in B2B and B2C sales, client acquisition, and client onboarding. Strong communication and relationship-building skills with the ability to understand customer needs, pitch solutions effectively, and support the sales lifecycle from prospecting to conversion.



WORK HISTORY

Sanmati Traders 2023 - 2025
Back Office Executive

- Supported client acquisition and onboarding activities
- Prepared sales documentation, reports, and presentations
- Managed client communication and follow-ups
- Maintained lead and client records

Core Skills

Lead Generation, B2B & B2C Sales, Client Acquisition, Client Onboarding, Cold Calling, Email Outreach, CRM Management, Negotiation, Sales Communication

Tringapps Research Labs Pvt. Ltd 2021 - 2022
Software Developer

- Trained in HTML, CSS, JavaScript, and Java, with a focus on front-end development and user interface design.
- Built multiple UI-focused academic projects, including responsive layouts, image sliders, CRUD applications, and online food ordering platforms.
- Gained experience in designing intuitive navigation and interactive elements to improve user experience.
- Worked on projects that emphasized responsive design principles, ensuring seamless usability across devices.



ACADEMIC PROJECTS

- Hotel Management System (HTML, CSS, Java) Designed an interactive interface for room booking and staff management.
- Online Food Order Platform (HTML, CSS, JavaScript) Built responsive layouts with dynamic order features.
- AdSherlock - Click Fraud Detection (Java) Developed a system for mobile ad fraud detection, showcasing problem-solving and coding skills.