



SOHAN DHAR

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S.N. Bose Road, Deshbandhu Para, Siliguri, Darjeeling, West Bengal – 734004

CAREER OBJECTIVE

Dynamic and goal-oriented professional with a PGDM in Marketing and over 10 years of experience in business development, channel sales, and logistics. Seeking a leadership role in a reputed organization where I can utilize my skills to drive growth, expand market reach, and contribute to strategic decision-making.

PROFESSIONAL EXPERIENCE

Channel Manager – Cuttack & Coastal
DTDC Express Limited | Aug 2024 – Present

- Spearhead business expansion through strategic channel development
- Build and manage client relationships for enhanced revenue generation
- Lead interdepartmental coordination to streamline business operations
- Develop regional growth plans and execute promotional strategies

Sales Executive – Air & Sea Freight
ATC Global Logistics Pvt Ltd | Oct 2022 – Jul 2024

- Identified new business opportunities and secured high-value clients
- Conducted cold calls and follow-ups to generate leads and close sales
- Maintained strong internal and external communication for seamless service
- Executed business development plans for assigned territories

Sales Executive – Channel Sales

Allied Aviation Pvt Ltd | Jan 2017 – Sep 2022

- Developed sales channels and managed distributor relationships
- Promoted products and services to maximize regional penetration
- Collaborated with teams to design and implement market strategies
- Analyzed sales trends and prepared growth report

Senior Executive – Channel Sales

Overnite Express Limited | Dec 2014 – Dec 2016

- Led regional channel sales operations and developed new partners
- Delivered consistent growth through effective market expansion strategies
- Ensured high customer satisfaction by maintaining strong relationships

EDUCATION

Post Graduate Diploma in Management (Marketing)

ITS Ghaziabad | 2014

Bachelor of Business Administration (Marketing)

North Bengal University (N.B.U.) | 2011

Higher Secondary (Science)

W.B.C.H.S.E | 2008

Secondary Education

W.B.B.S.E | 2006

INTERNSHIPS

INOX – Project: *Advertisement Effectiveness* (2 months)

A.G. Poly Pack Pvt. Ltd. – Project: *Usage of Spray & Foaming Pumps in Cosmetics & Pharma*

Role: Brand Executive (2 months)

SKILLS

- Channel Sales & Business Development
 - Strategic Planning & Execution
 - Client Relationship Management
 - Cold Calling & Lead Generation
 - Team Leadership & Coordination
 - SPSS (Statistical Software)
 - MS Office (Excel, PowerPoint, Word)
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ACHIEVEMENTS

- Winner, “Global Business Expo” organized by IB Comm, ITS
 - Organizer, National Conference on Marketing & Finance
 - Participant, National Seminar on HR Trends
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HOBBIES

- Swimming
 - Listening to Music
 - Bike Riding
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PERSONAL DETAILS

Date of Birth: 29th October 1990

Father's Name: Mr. Shibabrata Dhar

Mother's Name: Mrs. Sandhya Dhar

I hereby declare that the information provided is true and correct to the best of my knowledge.
I take full responsibility for the authenticity of the details mentioned above.

Signature