

I am an astute & competent professional with more than 10 years of thorough *experience in marketing & administration (especially in banking sales)*. Assets include being punctual, polite, always striving to improve skills and grasping new information with a natural flare.

Synopsis/Knowledge Domains

Sales & Marketing / Business Development

- Making new strategies for business development.

Team Management

- Creating and sustaining a dynamic environment to foster development opportunities and motivates high performance amongst team members.

Education

1. M.B.A. (Marketing & HR)	(GNIT College of Management Gr.Noida)	(2011-2013)
2. B.com	(Rohilkhand University)	(2009-2011)
3. XII	(SKSVM, Shajahanpur)	(2007)
4. X	(SKSVM, Shajahanpur)	(2004)

Personal Traits

- Sincere, Dedicated, Self-motivated
- Willing to learn new technologies.
- Intelligent, Honest, and having strong belief in teamwork.
- Proven telephone appointment setting, product briefing, closing, and follow-up
- Exceptional networking and relationship building and management skills.

Personal Details

Date of Birth	15 th July, 1990
Father's Name	Mr.Mukesh Kumar Gupta
Marital Status	Married
Correspondence Address	284 katia Tola Near Sp college Shahjahanpur UP
Passport no.	V 0763009 (Indian)
Joining Time	Can join on immediate basis

OCCUPATIONAL DOSSIER

March 2024 currently as Marketing Manager IIT-IQ, Tech Zone 4 Greater Noida West

- Develop and execute comprehensive marketing strategies, including pricing and promotional strategies, to meet organizational goals.
- Conduct research to understand consumer needs, identify market trends, analyze competitor activities, and forecast demand.
- Plan, launch, and oversee advertising, branding, and promotional campaigns across digital and traditional channels, including social media, email, and print.
- Develop and manage the marketing department's budget, ensuring effective allocation of resources and monitoring expenditures.
- Supervise and mentor marketing teams, fostering a collaborative environment and guiding them to achieve marketing objectives.
- Work closely with sales, production, and public relations departments to create cohesive brand messaging and align strategies.

March 2022 to Jan 2024 as Marketing Executive: HDFC BANK LTD, Shahjahanpur

- Quality acquisition of Current Account & Saving Account for Resident / Non-resident Indian by going out into the market & catchment area.
- Ensure quality sourcing of new customer to sell different banking product like Demat Account, Life Insurance, Credit Card etc.
- Penetration of Fixed Deposit to existing & new customers.
- Generate leads of customer through referral, meeting branch walk-in's customer, associates, e- mailing, direct mailing, ATMs & cold calls in the catchment area.
- Ensure quality customer service is delivered.
- Meeting productivity norms as defined through support of channels & own efforts.
- Strictly adhere & maintain KYC norms compliance.
- Adhere to the norms, regulation & practices of banks religiously.

Jan 2021 to 10th Feb 2022 as Team Leader: Loan Department in Finance Buddha, Noida.

- Responsible for Revenue generation by sale of Credit card and loans.
- Handling a team of five members – Tele Caller
- Receive new applications, follow up to complete the application, review them, check eligibility & CIBIL score, checking pre-existing loans, make initial decisions for the percentage of loan amount to be approved
- Manages general and bulk hot leads – online inquiries – exhibitions-follow ups
- Responsible for monitoring all enrolment requests/inquiries.
- Coordination with the banks regarding the approval of the loan.
- Ensuring completion of client's documents and assisting them with loan application process
- Ensuring a high level of responsiveness and customer service throughout the sales process

Oct 2015 to Dec 2019 Assistant Relationship Officer: Credit Card in Wishfin, Noida.

- Responsible for the sale of credit cards for multiple banks for PAN India.
- Ensuring maximum conversion of hot leads.
- Responsible for the review of Credit card application, checking of eligibility & CIBIL score, checking for pre-existing credit cards and recent rejection of customer's credit card application.
- Ensuring that the customer receives the Credit card in 7 working days if eligible.

2014 - 2015 as a promotor for Samsung mobiles in South Delhi.

Shashank Gupta

Date:

Place: Greater Noida

