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**S K I L L S**

# E D U C A T I O N

## MBA

Indian Business School

**BACHELOR OF ENGINEERING**

University of Delhi

**HIGHER SECONDARY (HSC)**

CBSE Board

**SECONDARY (SSC)**

Maharashtra State Board

# P R O F I L E

A Marketing aficionado with over 8 years of experience. My expertise lies in Strategy Formulation, Brand Management, Advertising, Digital Marketing, Public Relations and Data Analysis. My diversified experience in Sales, Product Development and Marketing helps me devise all-round strategies which meet Business, Customer and Sales objectives.

Agile Methodologies

Scrum

Marketing Strategy

Advertising

Digital Marketing

Public Relations

Data Science

Python

Channel Development

Event Management

Skilled Negotiator

Strong Communication

# E X P E R I E N C E

## ASSISTANT VICE PRESIDENT - HYPER PERSONALIZATION ENGINE

**ICICI Bank Limited April 2024 - Present**

Managing **digital marketing** objectives for liability portfolio by leveraging the Bank’s ML model to craft hyper-personalized campaigns.

Working closely with the ML team for model optimization in order to accomplish desired campaign performance metrics.

Employing **Agile** practices to foster seamless collaboration among cross-functional teams, streamlining campaign execution.

Recommending and ensuring operationalization of cross-channel personalized digital journeys that leverage the organization’s **marketing technology** stack.

Performing comprehensive **data analysis** on campaign reports, identifying areas for improvement and implementing strategic enhancements.

Participating & adding value in new product design, market launches & digital journeys.

## DEPUTY MANAGER - MARKETING

**ICICI Housing Finance Limited Feb 2017 - April 2024**

### Advertising

Successfully strategized and executed countrywide Publicity Campaigns on **Print**, **Radio** and **Television** through direct media buy.

Led the strategic transition of the Company’s publicity activities towards **Digital Marketing.**

Worked closely with Google, top Publishers and **Affiliates** to execute successful digital marketing campaigns. Optimized digital campaigns using tools such as **Google Ads** and **Google Analytics**.

Led the initiative to revive the Company’s Social Media presence through **Social Media Marketing** and Customer Engagement

Set up a robust **ORM** system which encompasses complaint redressal, curated content and sentiment analysis.

### Public Relations

Drafted content as part of **Corporate Communication** for stakeholders.

Analyzed media coverage.

Dealt with enquiries from the press.

Organized **press conferences**, interviews for the Company’s Spokesperson in liaison with PR Agency, Journalists and Media Houses.

Devised strategy to deal with potential crisis which may be detrimental to the **Brand’s Image**.

# E X P E R I E N C E

**Marketing Strategy**

Designed and setup Alternate Sales Channels through **strategic alliances** and effective resource deployment which consistently provided incremental business.

Played a key role in the Company’s **Digital Transformation** Journey by working closely

|  |  |
| --- | --- |
| LANGUAGES | with the Development Team to design the UI of the Website, Mobile App and the Chatbot’s Decision Tree. |

English

Played an active role in the Product Development team helping the Company build

Hindi

French Prepared a White Paper which studied the business behavior of Marketing

German Intermediaries using techniques such as Exploratory Data Analysis, Data Visualization

and Linear Regression. The study helped the Company revise the Commission

Structure resulting in significant reduction in the effective payout.

**ASSISTANT MANAGER - BUSINESS BANKING**

## Bandhan Bank Limited Jun 2015 - Jan 2017

Evaluated financial strengths of businesses for Working Capital Loans using performance history along with liquidity, debt/asset management and profitability ratios to assess credit worthiness. Supported **customer retention** strategies for existing customer base and for new

customers having turnover of INR 10 cr to INR 100 cr.

Carried out **business development** calls and cultivated a positive working

Animal Welfare relationship with internal partners in retail banking, cash management, brokerage and merchant services to successfully meet clients’ specifications.

# A J O R A C H I E V E M E N T S

Helped design and implement the NRI Account **referral program** for ICICI Bank customers. Formulated and executed the **GTM strategy**. Within the first month was able to achieve more than **26k customer enrollments** within the program which helped the Bank generate more than **1500 NRI Account leads**.

Formulated and implemented all **Go-to-Market strategies** for PNB HFL. Spearheaded in-house execution of all **media campaigns** without external agency involvement. Achieved substantial cost savings for the company by skillfully **negotiating media buying** agreements, resulting in annual **savings of ₹3 crore to ₹4 crore** on overall advertising expenses.

Led the transition of LIC HFL's advertising strategy from traditional to digital media which resulted in enhanced **budget optimization** and consistent year-round visibility. Over the final two fiscal years with the company, achieved a remarkable track record of generating more than **3 lakh home loan leads,** showcasing a year-over-year **growth rate of 24%.** The growth in leads helped boost disbursements by **₹900 crore**.

# . M A J O R A C H I E V E M E N T S

My well strategized and executed Radio campaigns enabled **PNB Housing Finance** to be recognized as the **top advertised brand** on Radio for the years **2021, 2022 and Q1 2023**. The reports were published by TAM Adex and have been well documented in the media.

Conceptualized and established an **alternative sales channel** called Direct Marketing Executive for PNB HFL. This channel contributed over **10% of the business** and also helped **save around ₹9 crore** per year on an average in agency commission.

Envisioned and introduced the **Digital Office** concept for PNB HFL. This was a cost-effective virtual office that leveraged technology to offer the borrower doorstep service. Over 2 years the Company was able to disburse almost **₹150 crore worth of home loans** at 1/3rd of the acquisition cost.

Established the **Digital Connector Model** to collaborate with online credit marketplaces. **Partnered with major institutions** such as India Post Payments Bank, CSC e-gov, Bajaj Finance, Paisabazaar. This helped the Company generate an additional **₹70 crore of business** in a year.