

# Sonam Katra

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## Education

**Rizvi Institute of Management Studies** – (Major - Marketing)

**Mumbai, India**

*Post-Graduate Programme in Management*

April 2010

**Mumbai University**

**Mumbai, India**

*Masters of Commerce (M. Com.)*

April 2010

**Jai Hind College**

**Mumbai, India**

*Bachelor of Banking and Insurance*

June 2008

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## Work Experience

**Aditya Birla Finance Ltd. (ABFL)**

**Mumbai, India**

**Deputy Manager – Marketing**

July 2015 – Present

### Website Design and Management

- Designed, maintained and enhanced the UI/UX for ABFL websites and portals
  - Designed from scratch, the UI/UX of Aditya Birla Housing Finance (ABHFL)
- Developed a responsive website with minimalist design philosophy

### Search Engine Optimization (SEO)

- Boosted website traffic by 200% by championing and executing 'Search Engine Optimization' at ABFL
- Increased SEO ranking of ABFL website to 'Top 10' for 65 category keywords

### Online Acquisition Platforms & Marketing

Planning, budgeting & execution of media strategies to align with business needs

- Designed, developed various online customer acquisitions portals to support new business launches
- Re-engineered the backend process to ensure smooth data movement to the newly developed CRM platform
- Built relevant traffic and lead funnel using search marketing, email marketing and media and network campaigns
- Worked closely with the analytics team to implement scorecards to track and improve business performance

### Channel Development and Partnership

- Increased 'Direct Sales' by ~12% by Developed alliances with aggregator websites (Bank Bazaar)
- Online partnerships with ecommerce platforms (Snapdeal, Flipkart) to increase traffic and generate leads

### Brand Management

- Managed TV commercial campaign with a total budget of INR 14 Crores for launch of Housing Finance LOB
  - This 'True Worth' campaign by Aditya Birla Housing Finance well received in the market
  - Generated consumer insights to track behavior, needs and segments to plan and develop TV commercial
  - Awareness of the ABHFL brand and Brand Recall has increased by 18% as a direct result

**Aditya Birla Finance Ltd. (ABFL)**

**Mumbai, India**

**Assistant Manager – Marketing**

July 2013 – June 2015

### Acquisition and Onboarding initiatives

- Developed all collaterals for Direct Marketing
- Designed welcome kits and standardized communication at all customer touch points and channels

### Branding Initiatives

- Developed relevant customer engagement strategies to create brand recall and customer loyalty
- Developed "Our Business is to Finance Yours" brand positing strategy for Aditya Birla Finance
- Responsible for branch branding Pan-India in order to maintain the same experience and look across branches

### Corporate Communications

- Responsible for internal communications including design and content for an intranet portal "Staffroom"
- Designed, implemented and drove usage of logistic management portal for smoothing functioning of the dept

**Aditya Birla Finance Ltd. (ABFL)**

**Mumbai, India**

**Management Trainee – Marketing**

May 2011 – June 2013

- Evaluated new vendors and negotiated contracts with vendors and agencies for collateral development
    - Ensured all collateral were designed and sent to all branches before the deadline
  - Standardized all legal agreements. Created process for proper storage and of all customer documentation
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## Awards and Recognition

- ABFSG Young Leader Award** – awarded to only top 2% of performers amongst all ABFSG companies June 2016
- ABFL Top Performer Award** – awarded to only top 2% in ABFL April 2016
- ABFL Rockstar Award** in functional excellence for Marketing & Product Team Dec 2015