## 

Results-oriented financial professional with a proven track record in sales, financial analysis, and customer relationship management. Seeking a Financial Services Representative position at CIBC to leverage expertise in building strong client relationships, providing tailored financial solutions, and driving business growth.

### HIGHLIGHTS OF QUALIFICATIONS

* Successfully completed the **Canadian Securities Course (CSC) certification**
* Holds a Master of Business Administration (MBA) degree
* Collaborated closely with cross-functional teams to implement cost-saving measures, fostering a culture of teamwork and trust
* Build strong client relationships by understanding their needs, finding solutions, and ensuring every interaction is personal and meaningful
* Language proficiency in Hindi(written and oral)
* Demonstrated a resilient entrepreneurial mindset fueled by a commitment to customer- centricity, ongoing learning, and a proactive approach to initiating crucial conversations
* Possesses strong knowledge of MS Office suite particularly MS Excel and PowerPoint for data analysis, reporting and presentation purposes
* Demonstrated unwavering alignment with corporate values, emphasizing collaboration, integrity and respect

### PROFESSIONAL EXPERIENCE

**Financial Analyst** **04/2024 – Till Date** CANTOR DATA INNOVATIONS

* Demonstrated strong accountability by leading a comprehensive financial analysis, resulting in a 15% increase in cost efficiency through meticulous data analysis and process optimization
* Collaborated on financial planning for new features, increasing market reach by 25% while reducing costs by 20%
* Provided financial insights for marketing campaigns, increasing user acquisition by 30% and reducing acquisition costs by 15%

**Area Sales Manager 07/2022 – 08/2023** BACARDI

* Conducted daily calls with 15 outlets to introduce new brands, educate customers, and boost brand awareness and sampling by 10%
* Achieved 150% of the sales target for the year 2023, consistently exceeding monthly revenue of CAD 1 million in both monthly primary and secondary Net Sales Value
* Increased customer satisfaction rating from 90% to 95% through implementing a new customer feedback program, resulting in a 10% rise in repeat business
* Elevated the Dewars brand, strategically bolstered its market share from 6% to 11% in the assigned territory market

**Asst. General Manager (Product & Sales Manager) 08/2016 – 07/2022** TECNO MOBILE

* Consistently exceeded sales quotas by 20% while fostering a collaborative team environment and upholding ethical sales practices
* Delivered compelling product presentations to prospective clients, achieving a 60% success rate in closing deals
* Cultivated strong client relationships, resulting in a 40% repeat business rate and a 15% increase in customer referrals
* Contributed to cross-departmental teams to drive product enhancements based on customer feedback
* Managed a portfolio of 50+ client accounts and achieved a 95% customer satisfaction score through personalized service

Senior Business Development Analyst 07/2015 - 08/2016

COGNIZANT TECHNOLOGY SOLUTIONS

* Expanded account revenue from CAD 8.2 million to CAD 14.3 million by devising effective customer acquisition strategies and securing new business opportunities
* Cultivated a deep understanding of client needs through regular interactions, proactively proposing solutions that led to a substantial increase in account sales by CAD 550,000
* Conducted review meetings with the senior management to discuss progress of the deal and seek approval on the win themes, solution, and pricing
* Orchestrated end to end bid management process for close to 65+ proposals worth ~CAD 145 million resulting in a 20% increase in proposal win rate

Associate Software Engineer 05/2011 – 07/2013

STERIA INDIA LTD

* Designed, developed the entire life cycle of 26 Java/J2EE, Oracle 11g based Portal Applications
* Lead the implementation of complex business critical systems in the production environment

Technical Associate - Software Developer 08/2009 - 12/2010

ALLIED PHARMACEUTICALS LTD

* Created functional codes by collaborating with 10+ team members on large-scale projects
* Identified and fixed vulnerabilities in an old script which improved site performance during peak times and reduced 89% of system failures

EDUCATION /TRAINING

**Master of Business Administration** 08/2013 - 07/2015

Birla Institute of Technology and Science, Pilani, India

**ENGINEERING – ELECTRONICS & COMMUNICATIONS** 08/2005 - 07/2009

ICFAI University Dehradun, India

Wes has evaluated all degrees at Canadian standards.

**CANADIAN SECURITIES COURSE (CSC)** 15th July 2024

CSI, Canada

**Financial Services Connections in a Digital world** August 2024- ongoing

ACCES Employment with Toronto Metropolitan University, Workplace Communications course