

EDUCATION			
2014-16	PGDM (Finance & Marketing)	International Management Institute, New Delhi	71.2%
2014	BBA (Honors)	JD Birla Institute, Kolkata (Jadavpur University)	82.2%
2011	Class XII	La Martiniere for Girls, Kolkata	92.5%
2009	Class X	La Martiniere for Girls, Kolkata	93.2%
WORK EXPERIENCE			7 YEARS 10 MONTHS
Salesforce Consultant, Digital and Technology Team – General Mills			Sept 2023 - Feb 2024
<ul style="list-style-type: none"> Salesforce (Marketing Cloud): SFMC consultant for the NAR division consisting of 10 brands (Pillsbury, Cheerios, Gushers etc.). Gathering the business requirements of the onshore team based in Minneapolis, USA and converting the marketing campaigns into technical specifications and Salesforce customized workflows. Key achievements include saving time of brand managers, Ops team, Marketing team and cost by: <ul style="list-style-type: none"> Reduction of dependency on external agency thus, reducing costs. Building customer journeys and creating personalised email campaigns for the brands. Conduct A/B testing to increase engagement with Call-to-action CTRs. Collaborate with backend developers and QA, send regular newsletter to clients and ensure identical rendering across browsers. Report the metrics of the campaign basis the data captured in Interaction Studio. Understanding segmentation and flow of data from CDP to SFMC. 			
Business Analyst, Technology & Product Team – Nuvama Wealth Finance Limited			Jan 2020 – Sept 2023
<ul style="list-style-type: none"> Salesforce CRM (Sales and Service Cloud): Translation of business requirements into technical specifications and Salesforce customized workflows. Implementation and management of Salesforce CRM (Sales and service cloud), and its integration with back-end via APIs. Key achievements include saving time of Service managers, Ops team, Financial advisors and cost by: <ul style="list-style-type: none"> 360 degree view of clients to Financial advisors and Service team for superior client relationship Digitalization of transaction processing via custom objects for all the asset classes i.e. PMS, AIF, MF, Bonds. Different validation rules and workflows were set for each asset class. This reduced time for Service manager and Operations team by 62%. Integration with HDFC portal via APIs to instantly process fund transfer request and fetch bank balances. Digitalization of on-boarding and account opening for all wealth clients by conducting As-is To-be analysis. Digitalization of QRC leading to 98% queries and requests getting resolved within TAT. Management, insight and analytics through interactive dashboards and reports. Management of Net Promoter score digitally. Thereby, increasing NPS from 82% to 93%. Integration of Salesforce with BOT to instantly fetch financial reports required by clients. Single platform for all stakeholders available across Web and mobile. Infinity: Implementation and management of India's first Portfolio management platform cum Wealth Management platform. Key features present in Infinity are security level rebalancing, asset-class based allocation and rebalancing. Key achievements include saving time and increasing revenue by: <ul style="list-style-type: none"> One-view of fund allocation and returns for clients via client login. 166 clients have been onboarded, with 189cr AUM. Client reporting, regulatory reporting, fund management and fund accounting via the back-office login by Operations team. 			
Business Analyst/Product Manager, Product Team – Kotak Securities, Mumbai			May 2016-Dec 2019
<ul style="list-style-type: none"> Smallcase: Management and integration of Smallcase with all the different trading platforms – Web and mobile. Sales, AUM and SIP targets were chased MoM. Key achievements: <ul style="list-style-type: none"> Customized solutions to the clients, analytics-driven product promotion, increasing adoption and client engagement. SIP volumes were increased by 10% in 3 months and AUM increased by 25% MoM between July 2019-September 2019. 			

- **Website**: Development and UI, UX change of the website trading platform. Pages were powered through APIs, developed in Material design and made mobile responsive. Market research of competitor websites, creation of customer journeys and wireframes was done. MoM market share targets for website trades were chased. Key achievement:
-- Volumes through the website increased by 4%.
- **Analytics and Business Intelligence**: Daily data analysis via **Tableau** and identification of potential business opportunity, driving volumes and enabling product penetration in different client segments. Improving client activation and engagement in the existing base by identifying opportunities and converting dormant client to active. Development of various MIS reports to facilitate achievement of business targets.
- **Chat To Trade**: Conceptualization and development of a new trading platform where orders are sent through whatsapp to the mapped dealers. Key achievements include saving time and increasing revenue:
-- Reduced the TAT of dealers by 30% and saved time for clients.
-- 30-40crs of volume was generated in FY 2019.
- **Value Added services**: The subscriptions for research SMS and Tradesmart store were sold by running offers, promotions and offering packaged products to clients. Key achievements:
-- Net revenue of 8cr was received in FY 2019, up by more than 100% from 2017.
-- Client base up by 60% in 2019.
- **Research Dissemination**: Conducted client webinars for Research team's recommendations. Publishing of research performance reports, portfolio-based stock recommendations and price alerts for stocks were other activities.

SUMMER INTERNSHIP

Corporate and Investment Banking	J.P Morgan and Chase	Apr 2015 to Jun 2015
	<ul style="list-style-type: none"> • Process improvement in Sales Support and Interest Claims for Fixed Income Business 	

CERTIFICATION & SKILLS

- NISM Series VII Certification: Securities Operations & Risk Management || NISM Series VIII Certification: Equity Derivatives
- Skills: JIRA, Salesforce Sales Cloud, Salesforce Service Cloud, Salesforce Marketing Cloud, CRM, Product management, Tableau, User stories, Agile, Digital transformation, ODS System (Cube by Microsoft), MS Office, Google Analytics
- Have always been in the Top 10 of my batch throughout school and college