

VASANTHI GOLLA

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EDUCATION

- **Cambridge Institute Of Technology** Bangalore, India
Master of Business Administration - Marketing; GPA: 77% *August 2020 - September 2022*
Courses: Strategic Marketing, Client Management, Market Research, Digital Marketing, Services Marketing, International Business Marketing, B2B Marketing, Analytics, Relationship Management, CRM, Marketing Communication, E-commerce Strategies.
- **V H D Central Institute Of Home Science** Bangalore, India
Master of Business Administration - Marketing; GPA: 92% *August 2017 - August 2020*
Courses: Financial Accounting, Marketing, Digital Marketing, Sales Management, International Business, Business Communication.

SKILLS SUMMARY

- **Banking and Finance:** Client Relationship Management, Target Achievement, Financial Analysis, Banking Operations
- **Software Proficiency:** Microsoft Office, Microsoft XL, Tally ERP 9.0, GST and Taxation, Logo Designing
- **Soft Skills:** Leadership, Event Management, Prioritization, Public Speaking, Time Management
- **H R Skills:** Performance Management, Employee Relations, Conflict Resolution, HR Policies and Compliance, Negotiation Skills, Talent Acquisition, Diversity and Inclusion

EXPERIENCE

- **Axis Bank, Bangalore** In Office
Assistant Manager (Full-time) *November 2022 - Present*
 - Diligently and actively managed portfolios with over 200 client accounts, demonstrating strategic financial management, personal commitment and meticulous attention to detail.
 - Succeeded in meeting and exceeding financial targets, resulting in an impressive 15% annual growth in revenue.
 - Led a highly professional team in effective onboarding and seamless integration of 10+ new employees, placing great emphasis on improved team collaboration and improved communication.
 - Effective use of personal finance management and effective problem solving led to a 25% improvement in customer satisfaction, as well as increased overall customer experience and loyalty.
 - Analyzed market trends and launched new investments, resulting in a 30% increase in customer engagement.
- **INFO EDGE COMPANY** Online
Intern (Full-time,) *March 2022 - July 2022*
 - Conducted extensive organizational research at INFO EDGE COMPANY, actively focusing on strategy, operations, strategic objectives business development as well as researching online business models and cross-functional areas.
 - Investigated digital marketing strategies, including SEO and social media presence.
 - Developed detailed and insightful reports with key findings and actions to enhance organizational performance, ensure clarity and facilitate informed decision-making.

PROJECTS

- **Impact of Product Innovation on the Growth of "PATANJALI AYURVED":** Conducted a detailed quantitative analysis, including a 20% increase in revenue directly attributable to new product launches in "Patanjali Ayurveda". The statistical model revealed a strong relationship (p is less than 0.05) between innovation and financial performance.
 - Utilized statistical tools to assess the financial implications, showcasing a notable 25% ROI on investments in innovative initiatives. Profitability margins increased by 15%, affirming the positive impact of strategic product innovation.
 - Presented a detailed report with key findings highlighting statistically significant results. Data-backed recommendations included a call for continued investment in RD for development supported by the tangible impact found in the study.

HONORS AND AWARDS

- Awarded "Best Campus Outgoing Student" of the year - August 2020.
- Achieved "Player of the Match" twice and "Player of the Tournament" in college Kabbadi event.
- Proficient in reciting sacred verses and hymns, showcasing expertise in Vedic chants.

VOLUNTEER EXPERIENCE

- **Active NCC and NSS Engagement** Bengaluru, India
 - Led NCC volunteers, attended 3 boot camps, fostering teamwork, resilience and community service.
 - Organized NSS activities, held 20+ events, demonstrated effective organizational leadership.
- **Executive and Discipline Head** Bengaluru, India
 - As a Discipline head ensured positive campus discipline, led initiatives for reduced issues.
 - Being an executive Led 30+ college events and encouraged students to participate in events.