

SANDEEP HOTTA

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WORK EXPERIENCE

HDFC Bank Ltd., Mumbai

Apr 2012 - present

Internet Acquisition Manager (Digital Marketing Group)

ONLINE ACQUISITIONS:

- Responsible for leveraging online mediums such as mobile, social media, search, display and aggregators for lead sourcing as well increasing visits to hdfc bank website.
- Using different website inventories for lead generation
- Planning and designing mailer campaigns through internal teams and media networks
- Doing Search Engine Marketing in order to generate business for online products
- Co-ordinating with sales teams to ensure optimum TAT for the customer
- Executing CPL(Cost Per Lead), CPM(Cost Per 1000 Impressions), CPO(Cost Per mailer Open) deals with various networks for desktop as well as mobile platform
- Back end operations optimization to ensure smooth flow from lead generation to call out
- Also responsible for generating business for online STP products on the bank website
- Initiated new calling and report generation processes for these products
- Co-ordinated with various teams for product development in online portal

ICICI Bank Ltd., Mumbai

18 months

Product Manager (Digital Channels Group)

ONLINE PRODUCT MANAGEMENT

- Responsible for managing the entire Insurance portfolio on the Bank's online portal
 - Identifying customer needs as per the seasonal requirements and developing customized solutions
 - Analyzing customer buying behavior and pitching products accordingly
 - Designing *User Interface* to ensure seamless navigation
- Online sourcing of Insurance and Mutual Fund products
 - Designing of database linked to generate and capture leads
 - Management and analysis of lead databases, covering a customer base of more than 30 lakh, to capture the right segment
 - Co-ordination with the various stakeholders involved to ensure lead conversion
 - Ensuring smooth end to end conversion of relevant leads with minimum drop outs
- Conceptualizing and implementing initiatives to increase revenue generation from Insurance products
 - Designed more than 30 campaigns for targeted customer segments through various data cuts
 - Effective utilization of multiple channels (SMS, mailers, tickers etc.) for promotional activities
- Responsible for the **Launch of revamped Insurance section** on the website
 - Content finalization with the various control groups involved
 - Design and deployment of the web pages
 - Implementation of *Search Engine Optimization* to ensure maximum effectiveness
 - Managing the roll out in co-ordination with the control groups involved

Avance Group, Glasgow, UK

6 months

Credit control and Collections Advisor (AT&T Global Network Services)

- Responsible for managing 7 of AT&T's premium corporate clients across EMEA region
 - Clients included Toyota Motor Corp, Air China Intl, Petro China Intl, General Motors Europe, Credit Suisse, Cathay Pacific Airlines and Bank of India.
 - Managed a cumulative average of approx.. \$35 million in revenue generation for AT&T's corporate clients.

- Liaising with different stakeholders for resolution of issues
 - Stakeholders included AT&T's business managers and client representatives with whom payment and credit period issues were addressed.
 - Liaising with technology representatives of the client to resolve issues in services provided and to ensure delivery of defined service quality and managing changes in client requirement

Scottish Enterprise, Glasgow, UK

8 Months

Process Change Analyst

- Maintained adequate quality and accuracy level for migration of a financial collections process from Bratislava, Slovakia to Glasgow, UK.
- It involved understanding the whole process starting from project requirements, resource availability, client requirements and above all, the amount of work involved. Co-ordinated with various stakeholders to ensure smooth transition of the whole process.

PROJECTS

Procter & Gamble (LIVE PROJECT)

1 month

- **Title of project:** Business Development for 'Gillette Fusion' product in Scottish supermarkets
- **Scope:** Identifying customer segments for targeted marketing of the product. Co-ordinating with supermarket chains such as ASDA, TESCO, Sainsbury's in order to find and implement market positioning of the product.
- **Achievements:** Team Ranked 2nd among more than 10 University teams by Procter & Gamble for Business Development of its product.

SONY Inc. UK (LIVE PROJECT)

1 month

- **Title of project:** Marketing for 'Playstation 3' product in Glasgow
- **Scope:** Campaigning for the product through different channels to attract maximum customer base before the launch. Understanding customer behavior and offering customized product experiences.

EDUCATION

| QUALIFICATION | YEAR | INSTITUTE |
|------------------------------------|------|-------------------------------|
| Masters in Business Management | 2008 | University of Strathclyde, UK |
| B.E (Electronics & Communications) | 2006 | N.I.S.T, Orissa |

PERSONAL DETAILS

- **Date of Birth:** June 7, 1984
- **Marital Status:** Married
- **Hobbies and Interests:** Photography, following tech blogs