**HEMANSH DIXIT**

**Address:** B-318 shipra Krishna vista, Indirapuram, Ghaziabad (UP)

**Contact:** +91 9718888266; **E mail ID:** hemansh.dixit89@hotmail.com, Hemansh88@gmail.com

**Sales & Marketing Management Professional**

**EDUCATION**

 **Master of Business Administration (Marketing Management),** Jaypee Business School, Noida, 2013 (CGPA – 6.7/10)

 **Bachelors of Business Administration,** Institute of management studies, Ghaziabad, 2010 (59.27%)

 **Higher Secondary Certificate (Commerce),** S.D. Public School, Muzaffarnagar, 2007 (75%)

 **Secondary School Certificate,** S.D. Public School, Muzaffarnagar, 2005 (73%)

 **Technical Skills:** MS Office Suite (Word, Excel, Access, PowerPoint) and Internet Applications

**PROJECTS**

** Project: “People Eating Non- vegetarian Food and Their Preferences”**

o Performed the assessment of the preferences of the people regarding non vegetarian food in the NCR region and how they vary on different choices

o To find out different parameters on which their satisfaction level for the non- vegetarian food is based on.

**** Marketing project – **“Consumer behavior of the consumers of bachelors”**

o Understanding the demand and consumer buying behavior and pattern for different products. Identifying the process to select, secure, use, and dispose products, services, experiences or ideas to satisfy the needs and the impacts that these processes on the consumer and the society

**** HUL – **“A study on evolution and marketing of skin care products”**

**PROFESSIONAL EXPERIENCE**

**AXIS BANK PVT LTD APRIL 2013 – Present**

* Responsible for achieving branch target in corporate current accounts and savings accounts and increasing the Bank's profitability by cultivating new business relationships
* **Products Managed** - CASA, Structured products in investments, INS(LI and GI),trade FX, CMS, Corp Salary, Credit card, bullion a/c, FDI transaction and all banking products
* Growing accounts profitability by maintaining a high service standard & compliance and generating the cross selling business from existing customers by selling other products
* Maintaining & developing customer relationships, new business, periodic visit to existing customers, managing & tracking the leads and maintaining DSR on regular basis
* Assuring the willingness of a client towards a specific investment decision is complimented by a clear understanding of the risks involved
* Ensured cost & productivity norms are met & compliance with banking rules, regulations & procedures and Giving the most ideal advice to a client depending on his short or long term financial goal
* Considered the clients financial needs and giving him the best possible advice depending on his financial situation
* Efficiently handled inter-branch transfers and other modes of remittances, both local and foreign remittances
* Stay updated on the recent changes in policy guidelines in order to educate the team members and follow policy guidelines strictly while sourcing Saving Accounts, Fds

**BSL PLACEMENT PVT LTD APRIL10-MARCH11**

* Worked as a recruitment consultant on behalf of companies to source candidates for their latest job vacancies.
* Understanding the requirements of the job and then finding the right people to fill that requirement.
* Providing candidates with tips and advices on their CV.
* Engaged in business development, networking and meeting with potential new clients, establishing relationships and developing new business opportunities.
* Advising clients on market trends, skill development and recruitment tools and techniques.

**SUMMER INTERNSHIP**

 **Hindustan Times Media Ltd,** Intern, Apr 2012 – Jun 2012

**CURRICULAR ACTIVITES**

* Achieved 3rd rank in UNICEF GENERAL KNOWLEDGE competition at District Level

Languages known: English, Hindi References: Available on request.