RESUME

To obtain the position of sales manager, where I would find the opportunity of utilizing my Sales/marketing acumen and skills for organizational and personal growth.

SYNOPSIS

* Working as Assistant Manager in ICICI Bank Limited, with emphasis on HNIs and Privilege Banking customers.
* PGDM in marketing, along with major subjects of marketing and minor specialization in HR.
* Diligence exhibited by consistent academic track record
* Strong bend towards sales &marketing, proven through projects and internships during PGDM.
* Excellent relationship management skills exhibited throughout education and career.
* Leadership and Team handling skills built through group activities.

PROFESSIONAL EXPERIENCE

Assistant Manager in ICICI Bank Limited, Mohan Cooperative Industrial area since April 4th 2011.

* Implementation of strategic marketing plans to enhance market penetration for new customer acquisition.
* Interface with the HNIs and Privilege Banking (PB) customers for providing end to end solutions across allfinancial products and services.
* Leveraging the relationship for cross-selling by customer relationship management (CRM).
* Have strong hold in Assets- Entire process from Pre-sanction of loan to Post-sanction.
* Handling team of 6 Junior Officers of the cluster taking care of asset and liability business in the cluster.
* Ranked among top performers in assets in the region**.**

PROFESSIONAL SKILLS

* Certifications:AMFI Certification for Life Insurance, IRDA Certified.
* Technical:Knowledge of SPSS and Finacle.

MS Office

Excellent oral and written communication

* Behavioral:Keen learner

Resilient

Result oriented

INTERNSHIP & PROJECTS

INTERNSHIP:

# Comapany Name - Pepsicoindia Duration: 04/10 – 06/10

# Project 1: “Developing market model for pepsico”

Roles and responsibility:

* Analysing the market in the area of Bhatimines(Delhi).
* Branding,Promotion& Distribution of pepsi product in the region.

PROJECTS (ACADEMICS):

Project 1.:RELIANCE DAIRY FOODS Ltd Duration: Feb 2010 – March 2010

Description: To analyze consumer perception regarding ‘Reliance Dairy Life’ in comparison to other players in the dairy market.

Project 2: HT-MEDIA LtdDuration: March 2010 (15days)

Description: Reader’s Engagement & Customer Development Programmme

EXTRAMURAL ENGAGEMENTS

* Won “Headstart Championship” in ICICI Prudential Champion’s Conclave.
* Secure 1st position in Simulation Exercise on Distrubution Management.
* 1st Prize in business plan presentation competition.
* 1st Prize in debate competition.
* 1st Prize in business quiz.
* 1st Prize in chess competition.

SCHOLISTICS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **YeaR** | **Course** | **Name of Board/University** | **%age** | **Division** |
| 2011 | PGDM | Jagan Institute Of Management Studies,New Delhi. | 58% | 2nd |
| 2008 | BBA(IB) | Lucknow University | 59.2% | 2nd |
| 2004 | XIIth | ISC | 69.5% | 1st |
| 2002 | Xth | ICSE | 76.4% | 1st |

PERSONAL DETAILS

Citizenship: Indian

Marital status: Married

DOB: 31 August 1986

DECLARATION

I hereby, declare that the information furnished above is true to the best of my knowledge.

PRAKASH SHUKLA