

**MANISH KUMAR SRIVASTAVA**  
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9648367888

**Seeking assignments in Banking Operation + Sales, Asset Products Dept, Business Development, Client Relationship Management & Marketing with leading organisations**

**FUNCTIONAL SKILLS**

Operation and Sales

Business Development

Key Account Management

Client Relations

- ❖ A dynamic professional with **3+ years** of experience in Banking operation, Sales, Product Promotion, Marketing.
- ❖ A keen performer with proven abilities in implementing strategies to augment business and promote products for business excellence.
- ❖ Recognized proficiency in carrying out Marketing Operations with focus on accomplishment of the company's mission & profitability targets.
- ❖ The stints in diverse sectors have sharpened abilities in
- ❖ Identifying potential, conceiving and implementing streamlined solutions that have led to increased revenues, profitability and overall success.

**Areas of Exposure**

**Sales & Marketing Operations**

- ⇒ Implementing Marketing strategies and sales plans to achieve designed targets.
- ⇒ Conceptualizing sales promotion activities like organizing campaigns etc.
- ⇒ Capitalizing the products based on the Company's Investment policies.
- ⇒ Accountable for managing the Sales & Business Development.

**Key Account Management**

- ⇒ Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
- ⇒ Maintaining excellent relations with clients to generate avenues for further business.

**Client Relationship Management**

- ⇒ Managed client's perception of service quality in addition to obtaining superior technical results.
- ⇒ Manipulate new pitches, marketing strategies, anything that is of value that will help move the client's business.
- ⇒ Capability to add value to relationship skills in client's eyes.

**Career Contour**

**26 May-14 to 27 Jun-2015 with INDUSIND Bank Limited (Allahabad)**  
**Customer Service manager**

Customer Service Manager is the first point of contact with the customer walking in the branch for solving their query related to branch banking services. This profile basically comprises of 60% Operations & 40% Sales. Manage Portfolio.

- ⇒ Responsible for customer service delivery, solving the query of customer related to their all banking & financial needs also enhance relationship with existing customers and generation of leads for liabilities, assets & investment products by providing product information.
- ⇒ Achieve the number and value target assigned for CASA (Current a/c & saving's a/c) & Asset products ( Home loan, Car loan , credit card ).
- ⇒ Contribute to FD & Life insurance MF sales target by cross selling to the customer over the counter.
- ⇒ Also handling services for NRI customer resolving their queries related to the NRE/NRO A/c's. Also looking for new NRI customer acquisition.

**6 Feb-12 to 18 May 2014 with ICICI Bank Limited (Allahabad)**  
**Junior officer**

Junior Officer is the sales oriented profile. This profile basically comprises of 30% Operations & 70% Sales.

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**Educational Qualification**

M.B.A (Marketing Management) from Sikkim Manipal University

Graduate (B.A) from Purvanchal University U.P.

Higher Secondary Education from U.P. Board.

Senior Secondary Education from U.P. Board.

**Rewards & Recognitions**

Received certificate from (RBH) **RETAIL BUSINESS HEAD** for qualifying contest at **PAN INDIA** level in oct-2013

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**Personal Dossier**

Father's Name	: Ajay Kumar Srivastava ( <b>A.C.O in consolidation dept</b> )
Date of Birth	: 10-07-1987
Sex	: Male
Language Known	: English, Hindi, Marathi
Permanent Address	: Villa – Basupar , Post – Sagari, Dist- Azamgarh Uttar Pradesh

**Date**

**Manish .K. Srivastava**