

ARCHANA GHOSHI

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In quest of challenging assignments in the domain of corporate training, employee development, Business Development, financial services, customer service, sales/marketing with a high growth oriented organization.

(Location Preference –Bhopal, Jabalpur, Indore, Satna and Delhi/NCR)

CAREER OVERVIEW

- A competent professional **with nearly 10 years of** experience in Sales & Marketing, Business Development and corporate training, employee development.
- Presently associated with ICICI Bank Ltd as Sales/Marketing officer at Satna Branch.
- Motivated professional with an experience in corporate training, employee development, customer service, sales and new business development experience in the financial services industry.
- Ability to make a positive impact in any business environment that has been demonstrated by my employment record.
- Excellent at computer application to develop training materials and manuals.
- Proficient at providing value added customer service by resolving customer issues & ensuring their satisfaction with the product and the service norms.
- Deft at analysing market trends for providing inputs & formulating selling & marketing strategies.
- Ability to adapt to new and more challenging business role.
- An effective communicator with excellent relationship building & interpersonal skills.

CORE COMPETENCIES

Sales / Marketing	➤ Formulating long term/short term strategic plans to enhance revenue.
Business Development	➤ Identifying new opportunities and driving specifications for deeper market penetration.
Presentation Skills	➤ Designing & implementing sales plans and new concepts to generate increased sales for achievement of targets.
Instructional Methodologies	➤ Planning and executing training programs to branch coordinators and associates.
Human Behavior Analysis	➤ Handling the interaction with customers for effective resolution of customer grievances and obtaining feedback.
Public Speaking	➤ Maximising customer satisfaction matrices by providing pre & post sale assistance and achieving delivery and quality norms.
Leadership & Sales Team Development	➤ Supervising customer service operations for rendering and achieving quality services.
	➤ Implementing tracking mechanism to analyse the result of workshop and training programs.
	➤ Assisting Branch Sales Manager (BSM) with timely submission of required documentation and gathered data for pre established and custom reports for management.

EMPLOYMENT RECITAL

September, 2010 **ICICI Bank Ltd** (3 Years +.....)

Till date Public Limited Banking Company,

Website: <http://www.icicibank.com/>



ICICI Bank is an Indian multinational banking and financial services company headquartered in Mumbai. It is the second largest bank in India by assets and by market capitalisation, as of 2014. It offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its

specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management. The Bank has a network of 3,539 branches and 11,162 ATMs in India, and has a presence in 19 countries.

Highlights

☛ Sales & Marketing:

- ⇒ Responsible for Sourcing of Current Accounts and Saving Accounts (CASA).
- ⇒ Identification of new business opportunities.
- ⇒ Responsible for branch displays and lead generation activities.
- ⇒ Accountable for Sales Targets, Lead Management.
- ⇒ Preparation of MIS Reports.
- ⇒ Responsible for branch targets and sales.
- ⇒ Responsible for AOF filling, checking and activation.
- ⇒ Responsible for continuous tracking AOF dispatching.
- ⇒ Responsible for collection and deposition of cash from big customers to meet organizational goals and targets.
- ⇒ Providing interface between Bank and customers.
- ⇒ Responsible for Business Lead Generation through tele calling and personal meetings.

☛ Data Base Management:

- ⇒ Maintenance and documentation of records.
- ⇒ Maintenance and updating of data base management system in e-data keeping environment.
- ⇒ Providing training and guiding associates for maintaining effective data base management system.

☛ Other Duties:

- ⇒ Conducted various training programs and workshops for sales team.
- ⇒ Implemented tracking mechanism to analyze the results of workshops and training programs.

September, 2009 **HDFC Bank Limited (1 Year)**
To August, 2010 Public Limited Banking Company,
Website: <http://www.hdfcbank.com/>



HDFC Bank Limited is an Indian financial services company based in Mumbai, Maharashtra. It was incorporated in 1994. HDFC Bank is the fifth largest bank in India by assets. It is the largest bank in India by market capitalization as of 24 February 2014. As on Jan 2 2014, the market cap value of HDFC was around USD 26.88B, as compared to Credit Suisse Group with USD 47.63B. The bank was promoted by the Housing Development Finance Corporation, a premier housing finance company (set up in 1977) of India.

Highlights

☛ Sales & Marketing:

- ⇒ Responsible for sales and market development of banking product.
- ⇒ Identification of new business opportunities.
- ⇒ Responsible for sourcing of Current Accounts and Saving Accounts (CASA).
- ⇒ Preparation of MIS Reports.
- ⇒ Responsible for AOF filling, checking and activation.
- ⇒ Responsible for continuous tracking AOF dispatching.
- ⇒ Responsible for collection and deposition of cash from big customers to meet organizational goals and targets.
- ⇒ Providing interface between Bank and customers.
- ⇒ Responsible for Business Lead Generation through tele calling and personal meetings.

☛ Data Base Management:

- ⇒ Maintenance and documentation of records.
- ⇒ Maintenance and updating of data base management system in e-data keeping environment.
- ⇒ Providing training and guiding associates for maintaining effective data base management system.

☛ Other Duties:

- ⇒ Organised various trainings and workshops for Direct Sales Trainees of HDFC Bank, Chattarpur Branch.

January, 2007 **ICICI Bank Ltd (2 Years + 6 months)**

To July 2009 Public Limited Banking Company,

Website: <http://www.icicibank.com/>



ICICI Bank is an Indian multinational banking and financial services company headquartered in Mumbai. It is the second largest bank in India by assets and by market capitalization, as of 2014. It offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management. The Bank has a network of 3,539 branches and 11,162 ATMs in India, and has a presence in 19 countries.

➤ **Operation and Customer Services:**

- ⇒ Preparation and analyzing MIS reports.
- ⇒ Handling e-mail correspondence, Customer follow-up, maintaining data,
- ⇒ Taking care of Backend Sales activities.
- ⇒ Taken care of Support activities.
- ⇒ Filling and documentation.
- ⇒ Ensuring resolution of customer complaints.

➤ **Other Duties:**

- ⇒ Organised various trainings and workshops for SEs and MREs of ICICI Bank, Chattarpur Branch for Know your Customer (KYC) and operational process.

August, 2006 **Khajuraho Motors Pvt. Limited**

December 2006 Authorised Dealers of TATA Motors

E-mail: kmggroup@gmail.com



Khajuraho Motors Pvt. Limited is authorized dealers of **TATA Motors Limited** for Chattarpur district selling all kind of Commercial and personal vehicles.

➤ **Accounting & Administration:**

- ⇒ Assisting and reviewing in Vendor, Contractors, and Suppliers payments.
- ⇒ Preparation of MIS Reports,
- ⇒ Assisting in deduction and payments of withholding tax.
- ⇒ Preparation of monthly Bank reconciliation statement.
- ⇒ Assisting in payment of Sales Tax.
- ⇒ Preparation of Sales and Service Invoices.
- ⇒ Preparation and Accounting of employees Payroll.
- ⇒ Maintenance of timely updating of Fixed Assets register.
- ⇒ Assisting in collection and issuance of various sales tax forms.
- ⇒ Assisting during the course of Income tax, sales tax \ VAT assessment.

January, 2006 **Madhya Pradesh Paschim Kshetra Viidyut Vitaran Co. Ltd.**

July, 2006 Electricity Distribution Company

Website: <http://www.Mpwz.co.in>



Madhya Pradesh Paschim Kshetra Vidyut Vitaran Company Limited as a wholly owned Government of Madhya Pradesh Corporations under the Companies Act, 1956 to undertake activities of distribution and retail supply for and on behalf of Madhya Pradesh State Electricity Board .

➤ **Accounting & Taxation:**

- ⇒ Worked as data entry operator.
- ⇒ Provided training to other staff on Saify Maify Saidy Software.











January, 2003 **Adarsh Girls Higher Secondary School**

To June 2006 Higher Secondary School

➤ **Teaching & Personality Development:**

- ⇒ Worked as teaching staff for higher secondary level students I have been engaged in conducting classes for developing good manners and behavior among students.

➤ Key I.T. Skills

- Windows 2003,  XP,  VISTA,  Windows 7,  Windows8,  Windows8
- MS-Office 2007, 2010  (Ms Excel,  Ms Word,  Ms PowerPoint,  Ms Access).
- Internet  & Email.  Saify Maify Saidy Software. Finacle  Tally ERI 

SCHOLASTICS

Post Graduation in History from Dr. Har Singh Gaur University, Sagar (MP) in 2002.

Graduation in Art from Dr. Har Singh Gaur University, Sagar (MP) in 2000.

Senior Secondary school from Madhyamik Shiksha Mandal, MP in 1997.

Higher Senior Secondary school from Madhyamik Shiksha Mandal, MP in 1995.

TRAINING

- Attended training programs on Presentation Skills, Building Essential Leaderships Skills, Negotiation Skills and Creating Client Value organized by ICICI Bank and HDFC Bank.

PERSONAL PROFILE

Father's Name	:	Mr. D.P. Ghoshi
Date of Birth	:	6 th June, 1980
Languages Known	:	English, Hindi
Marital Status	:	Unmarried
Nationality	:	Indian
Hobbies & Interests	:	Listening Music, Reading Books.
Permanent Address	:	Near: Hanuman Temple, Narsingh Purwa, Chhatarpur- 471001, M.P, India

Declaration

I hereby declare that information furnished above are true and correct to the best of my knowledge and belief.

References: Available on request

(ARCHANA GHOSHI)

Place: Satna

Date: 14 April, 2014
