**MUHAMMAD FASIL PK**

Poothemkottil House

Karalmanna PO

Palakkad 673638

Kerala

Mobile: 9633015237

Email:fazilpkm3@gmail.com

**Career objective**

To spearhead the Marketing functions of an organization wherein I can optimize all my skills and knowledge for organizational as well as my professional growth

**SALES AND MARKETING PROFESSIONAL**

**5 Years ;** of accomplished experience in **Retail Banking,**

At present in **YES BANK LTD**

**PROFILE AND STRENGTHS**

* Consummate professional with well experience in Business development, Team Management, Business relationship management, conducting marketing and promotional activities.
* Possess strong market knowledge with excellent track record of achieving set organizational and sales targets consistently.
* Highly motivated, positive and goal-oriented, with demonstrated professionalism, attention to detail, highly developed analytical faculties as well as the ability to build & lead effective Teams.

**PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS**

**YES BANK LTD**

**(Malappuram)**

**(03-05-2013 to Till date)**

**CLIENT RELATIONSHIP PARTNER**

* High attention in detail, ensuring the value of the productivity, achieving cross sales targets, providing product information in assigned territory.
* Managing operations like a/c opening, Current, Savings account, NRE NRO etc..
* Managing sale of Investment products like MF, Insurance, fixed deposit, etc.,.
* Analysis for the effective product launches.

**RESPONSIBILTIES**

* Sourcing of savings accounts, current accounts NRI accounts.
* Generate income through Life insurance, General insurance, Forex etc..
* Communicate with clients about the bank's value added services and channel services.
* Conducting public awareness programs (Yes community events) at schools, colleges, Govt. institutions, clubs and other public places and generate good customer leads.
* To answer confidently or find appropriate solution to customer's problem.
* Make bank decisions with determination and guided by professional tactics with the bank as the prime consideration.
* Device plans on how to increase revenues and how to retain satisfied clients to make long-term business with the bank.

**AXIS BANK LTD**

**(Ottapalam)**

**May 2013 To Oct2013**

**BUSINESS DEVELOPMENT EXECUTIVE**

**RESPONSIBILTIES**

* Selling all Liability products (CASA, SALARY accounts, KIDS account, & FIXED Deposits)
* Selling NRI products (NRE&NRO account, NRE & NRO FD &FCNR)
* Maintaining the good relationship under the portfolio customers
* Cross Selling under the portfolio(CASA & TPP)
* Cross selling Mutual funds (different AMC)
* Creating new customer base through Existing portfolio
* Providing service to the existing customers
* Supporting sales activities
* Create corporate tie-up with companies(for salary account)

**HDFC BANK LTD**

(Cherpulassery**)**

**(April 2010 to Mar 2013)**

**BRANCH SALES OFFICER**

**RESPONSIBILTIES**

* Selling all Liability products (CASA, SALARY accounts, KIDS account, & FIXED Deposits)
* Selling NRI products (NRE & NRO account )
* Maintaining the good relationship under the portfolio customers
* Generating leads through Cold call and Reference
* Creating new Client Data Base
* Providing service to the existing customers
* Supporting sales activities done by bank

**ONLINE CERTIFICATION**

* **IRDA** –Certification in Life Insurance English

**EDUCATIONL QUALIFICATION**

**MBA-** Bharathiar University (Distance) 59%

**BBA-** Calicut University 63%

**COMPUTER LITERACY**

* MS Office
* MS Excel
* Internet Browsing and Download.

**PERSONAL INFORMATION**

Date of Birth : 16.May.1988

Marital Status : Single

Father's name : Abdu Raheem P

Mother's Name : Ayisha Raheem

Languages known : English, Malayalam, Tamil.

Hobbies : Driving, watching movies etc..

Passport No : H5751595

**REFFERENCE**

1 KUMAR ADHIKESAVA

Branch Operation Manager – Malappuram

Mob:9744052151

2 Dhinesh

Branch operation manager – Ottapalam

Mob:09447322550

**DECLERATION**

This is to certify that all the details given above are true to the best of knowledge and belief

Place : Yours Faithfully

Date : Muhammed Fasil P K