**VARTIKA POKHARNA**

**Contact:** 09820189044 **E-Mail:** pokharna.vartika@gmail.com

**Profile Summary**

* A focussed professional with over 3.5 years of experience in Acquisition, Sales, Team Management, Marketing, Client Relationship Management
* Deft in conceptualizing the distribution expansion plan of a particular zone by analysing the market potential
* Sound exposure in market forecasting and formulating strategies to exploit business opportunities
* Possess understanding of business processes, strategy, inclusive of researching, identifying, establishing and developing the new processes
* Proficient in ensuring client satisfaction & coordinating with them with an objective to achieve business goals.
* Excellent communication skills with an attitude to readily adapt to evolving business and technology challenges

**Core Competencies**

* Conducting competitor analysis & competency mapping for keeping abreast of market trends to achieve market share
* Driving new business by conceptualizing plans, streamlining channel networks, implementing product launches, etc.
* Planning strategies / policies and reaching out to the unexplored market segments / customer groups for business expansion
* Establishing corporate strategies for achievement of top-line & bottom-line targets wherein handling business planning, sales & analysis for assessment of revenue potential in business
* Creating and sustaining a dynamic environment and imparting training to team members that fosters development opportunities and motivates high performance amongst team members
* Enabling business growth by developing and managing a network of channel partners across assigned territories

**Organisational Experience**

**Nov’14- Till Date with VMS International Pvt Ltd as Marketing Manager (Market Research & Analysis)**

**Key Result Areas:**

* Provide marketing support for sales of company products across India.
* Interact with manufacturing unit for product development, production, Shipment planning and document support
* Assist in daily marketing activities correspondence and follow-up with customers, etc
* Maintain sales report customer wise in prescribed format
* Assist in preparing sales presentation.
* Prepare marketing MIS
* Represent the company at various seminars across India.

**Oct’ 13-Nov’ 14 with ING VYSYA BANK, Mumbai as Assistant Sales Manager (Retail liabilities)**

**Key Result Areas:**.

* To generate leads and acquire customers for Liability Products
* Current Account and Saving Account and meet Targets within the prescribed
* KYC (Know your customer) guidelines.
* Cross Selling of financial products such as insurance, mutual fund, loan against property, SIP
* To identify and meet the potential customers
* Complete the CIF, A/c opening application forms and obtain all relevant documents to facilitate KYC Norms
* Ensure necessary verification about bona fides of customer. Viz., verification with original documents
* Conduct promotional activities within and outside the branch premises.

**Jan’13- Aug’13 with Edelweiss Broking Ltd., Mumbai as Business Development Manager**

**Key Result Areas:**

* Managing a team of 4 members
* Looking after the financial products for HNI clients as Relationship Manager
* Accountable for generating the leads and meeting them
* Responsible for cross selling of the products like equities, insurance, mutual fund, loan against property, SIP,
* Providing customer service and maintaining cordial relationship with clients.

**Jun’08 - Jan’10 with Shekhawati Syntex Pvt. Ltd., Mumbai as Marketing Manager**

**Key Result Areas:**

* Prioritized and managed the multiple assigned tasks like marketing, PR, Accounts.
* Accountable for maintaining coordination with clients & suppliers

**Highlights:**

* Instrumental in assisting the director, partners and executives in presentations and summarizing the reports
* Served as a ‘representative’ of the management in different meetings, seminars and conferences
* Earned appreciation for building relationship with the clients and for my presentation skills.

**Internship-1**

**Title:** Internship

**Organization:** Edelweiss Broking Ltd., Mumbai

**Period:** July’11-Sep’11

**Internship-2**

**Title:** Corporate Banking Coverage

**Organization:** Deutsche Bank AG, Mumbai

**Period:** Apr’10-Jun’10

**Key Learning:**

* Assisted the senior bankers on Pitch-Books, Pre-Screeners & long form audit reports

**Education**

* Post Graduate Diploma from Indian Institute of Planing and Management 2012.
* Bachelor of Management Studies from Bhavans College, Mumbai (Mumbai University) in 2008.
* 12th from Vasant Vihar Junior College, Thane (Maharashtra State Board) in 2005.
* 10th from St. Lawrence High School, Mumbai (Maharashtra State Board) in 2003.

**IT Skills**

* Well versed with Microsoft Office (Word, Excel & PowerPoint)

**Extracurricular Activities / Accolades**

* Proactively represented the school at Inter School Volleyball Tournament in 2001
* An excellent Certified Dancer from Shiamak Davar’s Institute for Performing Arts in 2008
* Participated in a Fashion Show at IIPM College Fest ‘Aagman’ in 2010

**Personal Details**

Date of Birth: 7th March 1987

Address: 503/C, Oberoi Gardens, Thakur Village, Kandivali E, Mumbai - 400101

Languages Known: English, Hindi and Marathi