**NEHA BHARDWAJ**

Mobile- 8860676427

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To make use of my extensive knowledge and skills and synergize with the organization to focus on, and achieve, the long term goals that have been put into place.

**ACADEMIC QUALIFICATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course / Degree /Examination** | **University** | **Institution** | **Year of Passing** | **Percentage/ C.G.P.A** |
| P.G.P.M | ICFAI | ICFAI Business School | 2011-2013 | 6/10 |
| B.B.A(Banking&Insurance) | GGSIPU | Delhi Institute of Rural Development | 2008-2011 | 64.5% |
| 12th Standard | C.B.S.E | The Lawrence Public School | 2007-2008 | 75% |
| 10th Standard | C.B.S.E | The Lawrence Public School | 2005-2006 | 74.5% |

INDUSIND BANK LTD. GURGAON  
**Organization**: INDUSIND Bank limited  
**Title**:Credit Card & Personal Loan  
**Department** : Sales  
**Designation** : Acquisition Manager  
**Duration** : February 2013 to March 2014

**Responsibilities**:

* Tapping New Corporate for endorsements.
* Acquiring new HNI clients for INDUSIND services.
* Doing tie ups with new corporate for promoting the corporate cards.
* File processing
* Coordination between sales team and back office team
* Achieve targets planned across team
* Understanding customer requirements through discussions
* Maintaining high service standards thereby reducing customer complaints.
* Mentoring and training to new recruits.

Worked with **INDUSIND BANK** as an Acquisition Manager in the in-house team of Credit cards & Personal Loan.  
Worked on Client relations and selling of Paid & Free Corporate credit

Major job responsibility: Selling credit cards & Maintain long term relations   
Total duration in Indusind Bank-1 year

**SUMMER INTERNSHIP**

* Worked with **AVIVA LIFE INSURANCE** from 23rd April2012 - 30th June 2012 (2 months)

**Project – Formulating & Implementing BTL Communications for AVIVA Life Insurance**

**Job Responsibilities**

* To understand product for AVIVA Life Insurance.
* Dividing the marketing & promotional strategies into key areas such as tie ups, sponsorships, and brand promotion options.
* Formulating and executing BTL activities for the sales department for the generation of leads and managing FPAs for DELHI NCR region.
* Handling marketing Operations for West Delhi Branch.

**Learning’s**

* Importance of BTL activation in brand communication.
* Planning & Executing Marketing Strategies.
* Understanding Product of the Organisation.
* Understanding Consumer Behaviour.
* Conducting Event, Activities & Conferences.
* Vendor Management.

**EXTRA CURRICULAR ACTIVITIES**

* Participated in various Singing& Dancing competition at school level as well as zonal level
* Was selected as Secretary of Cultural activities in school
* Secured 80% in General Knowledge and Intelligence Test(senior level) held by Central Institute of General Knowledge Learning
* Class Representative in 2nd year of Delhi Institute of Rural Development.

**COMPUTER SKILLS**

* MS Office
* Internet

**HOBBIES**

* Social Networking
* Travelling
* Dancing

**PERSONAL OUTLOOK**

* An Enthusiastic, optimistic, honest and hardworking person with a positive attitude.
* Build up a strong and valuable relation with clients for long term business
* Ensuring implementation of standardization of process.
* Motivating team for achieving targets.

**PERSONAL DETAILS**

* Date Of Birth: 15 December,1990
* Language known: English , Hindi