**MAZIDA FAROOQUI**

**Contact:** 08602194452

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**JOB OBJECTIVE**

 A seasoned professional with 6 years and 5 months of experience in marketing and public relations .Proven record of achieving significant sales and business-development goals. Aptitude to increase productivity.

Capable of substantially improving sales by developing and implementing creative solutions. Proficient in handling site operations and accountable for quality service & timely completion of the projects.  An enterprising leader with proven dexterity in leading and directing personnel towards accomplishment of a common goal.  Talent for proactively identifying & resolving problems and ramping up project activities on time.

 I am good at interpersonal, communication and organizational skills with proven abilities in enhancing production operations, optimizing resources & capacity utilization, improving, resolving problems, ramping up project activities with on time deliverables and maximizing efficiency.

**PROFILE SNAPSHOT**

* Qualified M.Com. (Tax & Accounts)with 6 Years (Marketing) of experience in Banc assurance, Sales and Business Development
* Exposure in managing customer centric banking operations & ensuring customer satisfaction by achieving delivery & service quality norms
* Well versed in driving sales initiatives to achieve business goals & manage the frontline sales team to achieve them
* Understanding of monitoring competitor activities and devising effective counter-measures
* An effective communicator and team player with good interpersonal, problem solving and analytical skills

**CORE COMPETENCIES**

* Developing relationship with new non-individual and individual financial advisors, strengthening the relationship with the existing advisors
* Conceptualizing and implementing competent strategies with a view to penetrate new accounts and expand existing ones for a wide range of financial products / services
* Building and maintaining healthy business relations with customer, enhancing customer satisfaction matrices by achieving delivery & service quality norms
* Assessing the customer feedback, evaluating the areas of improvements and providing critical feedback on improvements
* Coordinating for the resolution of grievances and queries of individual and corporate clients for superior customer service

**WORK EXPERIENCE**

**July-2013’ – 12-dec’13 with ICICI Bank ,Ratlam as Bancassurance**

**Role:**

* Responsible for identifying and developing new streams for long-term revenue growth
* Accountable for selling investment products
* Maintaining relationship with existing customers
* Providing guidance to existing customers for better investment

**Oct’07 –Jul’13 with HDFC Bank Ltd., Ratlam as Sales Executive (Retail Sales Liabilities)**

**Role:**

* Handled selling in CASA,FD, Life Insurance, Mutual Fund & Other liability products.
* Responsible for planning and generating calls
* Involved in initiating new ideas and solutions to meet the objectives of the position
* Successfully generated sales, thus achieving sales objective
* Dealt with increasing customer base

**Highlights:**

* Conducted various meetings for Senior Citizen in my town
* Honoured with the:
* Top Performer Award in 2012
* Best Worker Award in 2011

**EDUCATION**

2007 M.Com. (Tax & Accounts) from Govt. Com. College, Ratlam, secured 54%

2005 Bachelor of Commerce (Major in Accounts & Allied in Commerce) from GDC ( Vikram University, Ujjain), Ratlam, secured 56%

**CERTIFICATION**

Certified in Financial Planning and Investment

Ceritified NCFM Module

Pursuing CFP from FSPB

**PERSONAL DETAILS**

Date of Birth : 26th March, 1984

Address :519,Gandhi Nagar, Ratlam-457001

Languages Known : Hindi and English