**Aditya Kumar Sharma**

64/2 Gaupuri, Gaushala phatak, Vijaynagar, Ghaziabad (U.P.)201301

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**~ Assignments ~**

*Sales & Marketing / Business Development /Relationship Management*

***Professional Snapshot***

* **4.5 years** of experience in Sales & Marketing, Business Development and Relationship Management.
* Adept in managing business operations with focus on top-line & bottom-line performance and expertise in determining company’s mission & strategic direction as conveyed through policies & corporate objectives.
* Experience in exploring new relationship, brand promotion, accelerating growth & achieving desired sales goals.
* Strong organizer, motivator, team player and a decisive leader with successful track record in directing from original concept through implementation to handle diverse market dynamics.
* An effective communicator with excellent relationship building, interpersonal, analytical, problem solving and organizational abilities.

***Core Competencies***

**Strategic Planning**

* Managing profit centre operations with the view to achieve the business objectives and ensuring top line and bottom line profitability.
* Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst the team members.

**Sales & Marketing / Business Development/Relationship management**

* Formulating & implementing strategies and reaching out to unexplored market segments/ customer groups for business expansion.
* Organizing several promotional campaigns / presentations to facilitate new product development with major focus on brand establishment; market penetration and ameliorate business.
* Gathering Market Intelligence, tracking competitors’ activities and providing valuable inputs for fine tuning marketing strategies.
* Focusing on product visibility to distributors & retailers thereby increasing sales of product range.

**Relationship Management**

* Building & maintaining relations with clients, generating business from the existing accounts and achieving profitability & increased sales.
* Interfacing with clients for suggesting the most viable product range and cultivating relations for securing repeat business.

***Employment Contour***

* **Since July 1, 2010 to Jan. 25, 2014 with ICICI Bank.. Noida as NRI Sales Officer**

**Job Role**

* Originates/ develops new and expands existing High Net worth Customer relationships for Assets & liabilities, specifically and across the range of product offering.
* Sourcing new bank customers through external individual efforts
* Develops data base for lead generation, identifies market segments.
* Relationship Management follows up with client through telecalling, written correspondence and field visits to provide information of the bank’s products and services and seek customer deposits.
* Builds long term personal relationship with clients through relationship calling efforts and social interaction.
* Cross selling of asset and liabilities products to existing customers.

**Highlights**

* Best Performer in ICICI Bank in Business Banking Delhi/NCR region.
* Participated and won many prizes in various Business Competitions.
* Received award for Performer of JOSH (2011-12) Contest based on CASA and LI.
* Qualify the JOSH 1 & 2 (2012-13) contest based on CASA and LI.
* **Since January 27, 2014 with YES Bank.. Noida as As Financial Partner (Assistant Manager)**

**Job Role**

* Managing the High Net Worth customers of the Bank.
* Achieving the Business targets assigned in terms of cross selling of TPPs and Loans.
* Enhancing and upgrading the High Net Worth relationships.
* Maintain ongoing contact with operations in order to ensure smooth delivery of transactions.
* Ensuring the highest levels of service to the High Net Worth customers providing Financial Planning & Investment Advice.
* Sales targets spread across Liabilities, Retail Assets, Business Banking, Forex, Credit Cards, Online trading etc.
* Acquisition and Servicing of high net worth clients.

**Products:**  Savings account, Current account, Loans (personal, home,Car), Mutual funds,

Credit cards, Deposits, Life insurance, Health insurance.

**Customers Relationships** - 240-250

**Portfolio Size Serviced** - AUM of about Rs.25Crores

**Highlights**

* Won CASA Carnival Contest.
* Awarded with certificate of appreciation from YES Invest team for lead generation of Dmat accounts.
* Qualify the AIM(An Investment Mission) Contest based on Mutual Fund.

***Professional Qualification***

* MBA(Full time) in Finance and Marketing from Galgotia’s Institute of Management and Technology, Noida in 2010 with 69%.

***Educational Qualification***

* **B.Com**(Full time) from CCS University, in 2003 with 62.2%.
* Intermediate from U.P Board, Hapur in 2000 with 55.2%.
* High School from U.P. Board, Hapur in 1998 with 56.67

***Key Skills & Achievements***

* Qualified NISM Series V-A: Mutual Fund Distributors Certification Examination, 2014
* Qualified IRDA Exam in 2014
* Well acquainted with Banking software and MS-Office

***Personal Vitae***

Date of Birth : 11th September 1983

Father’s name : Mr. Subhash Chand Sharma

Nationality : Indian

Languages known : English, Hindi

Marital status : Married

Date :

Place : Signature