

ROHIT R AMBEKAR

Specialist Officer Marketing - Bank of India

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CAREER SUMMERY

Dynamic marketing professional with overall 4+ years of experience in strategic planning, market analysis and customer engagement in banking industry. Proven ability to adapt quickly, learn new technologies and collaborate effectively in cross functional teams. Eager to transition in the field of data science combining marketing expertise with a passion for analytics to contribute to innovative business solutions.

WORK EXPERIENCE

Bank of India, Nasik Zone

Specialist Officer Marketing (Oct 2021 till date) - 2.6 years

- Skilled in maintaining strong customer relationships, stakeholder management, exploring new business opportunities and conducting comprehensive marketing and sales analysis
- Managed retail portfolio of entire Ahmednagar district comprising of 10 branches with 34% increase in retail loan business in Dec'24 quarter
- Led a team of 10 field agents for business growth in home loans, vehicle loans and mortgage loans
- Collaborated with corporate various government institutions, private organizations for business growth

Armstrong Ceiling Solutions, Mumbai

Regional Sales Executive (May 2018 - Feb 2020) - 1.9 years

- Responsible for B2B sales and marketing activities of entire Mumbai region
- Interacting with architects, project management consultancies for their prestigious commercial projects and specifying Armstrong's products
- Developing a strong MIS through updating projects in Salesforce and analysing market intelligence reports on commercial, healthcare and education segments
- Creating interactive sales reports, dashboards using Tableau for client presentations

PROJECTS

Project Name - Credit card fraud detection system

- Cleaning and pre-processing data to remove noise, outliers and inconsistencies
- Exploring and visualizing data to identify patterns, trends and anomalies that may be indicative of fraud
- Feature engineering on numerical as well as categorical data, feature selection using statistical tools
- Building and training machine learning models to detect credit card frauds and evaluating & fine-tuning models using appropriate metrics

Project Name - Insurance premium prediction

- Conducted EDA to understand the dataset, identify patterns and correlations
- Choosing appropriate ML algorithms to optimize the accuracy of the model & Optimizing model hyperparameters to achieve the best predictive accuracy
- Asses the model performance using relevant metrics like MAE, MSE, RMSE or R Squared
- Visualize the data using Tableau to communicate insights effectively

EDUCATIONAL QUALIFICATIONS

Masters of Management Studies (MMS/MBA) - Mumbai University

CGPA - 8.3 (First Class with Distinction)

Bachelor of Engineering (B.E) - Pune University

Percentage - 71% (First Class with Distinction)

CERTIFICATIONS

Masters in Data Science Program by Top Mentor

Machine Learning Certificate by Top Mentor

SKILLS

Machine Learning, Deep Learning and Data Science:

Languages - Python

Python Packages - NumPy, Pandas, Scikit-learn, Matplotlib, Seaborn

Machine Learning - Linear Regression, Ridge & Lasso Regression, Logistic Regression, Decision Trees, Random forest, Ada-Boost, Gradient Boosting, XGBoost, Naïve Bayes Classifier, KNN Classifier, Support Vector Machines, K-means Clustering, Time Series Analysis

NLP & Text Processing - NLTK, TF-IDF, Word2Vec, Bag of words, CBOW, Count Vectorizer, Skip grams, RNN, LSTM RNN, Transformers

Visualization Tool - Tableau

Database - MySQL

PERSONAL DETAILS

Date of Birth - 8th September 1994

Address - Opp. to Carmel School, Link Road, Kedgaon, Ahmednagar, Maharashtra - 414005

Languages - English, Hindi, Marathi

Marital Status - Married

Hobbies - Football, Reading mythological books

ACHIEVEMENTS

- State level Archery player
- Divisional level Football and Athletics player