

# Ritesh Kumar

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**Summary** — Aspiring Marketing Professional with hands-on experience in relationship management and marketing analysis. Proficient in consumer behavior analysis, data-driven decision-making, and crafting comprehensive marketing strategies. Experienced in managing client portfolios, conducting surveys, and analyzing financial and marketing data to deliver tailored solutions. Skilled in leveraging analytical insights to drive engagement and optimize campaigns. Driven by a passion for creativity and innovation, I am committed to delivering impactful digital strategies that align with organizational goals and drive sustainable growth.

## Skills

- Financial Analysis
- Client Relationship Management
- Problem Solving & Analytical Skills
- MS Excel, MS Powerpoint
- Digital Marketing (SMM, SEO, Email, Youtube, Facebook Marketing, Google Analytics)
- Persuasive Communication
- Lasersoft
- Leadership and Time Management

## Internship and experience

### HDFC bank limited

Sep 2023 – Feb 2025

#### Relationship manager (Working capital)

- Manage a portfolio of **60+** SME and corporate clients, delivering customized working capital solutions
- Conduct financial analysis and credit evaluations to ensure eligibility and mitigate risks
- Prepare Credit Appraisal Memos (CAMs) for new and renewal cases, ensuring timely approvals and disbursements
- Collaborate with credit and operations teams to streamline processes for limit setup and fund disbursement
- Built and maintained strong client relationships to foster trust and loyalty
- Achieved **₹28+** crore till Q3 sales, driving substantial revenue growth and enhancing business performance
- Successfully promoted and marketed loan products to prospective client and achieved in **15% increase in sales**.
- Conducted market activities to promote loan products resulting in a **10% increase** in customer acquisition.

### Internship

Feb 2023–April 2023

#### Dalmia Cement

- Conducted surveys to analyze consumer behavior and satisfaction, gathering key insights into market preferences.
- Compiled and presented a comprehensive report based on data analysis to inform marketing strategies.

### Internship

May 2022 – July 2022

#### ITC

- Evaluated advertising and promotional visibility for ITC Tobacco Products through targeted surveys and data analysis.
- Analyzed findings to generate actionable insights and compiled a comprehensive report to support marketing strategies

## Education

### Vellore institute of technology, Chennai

2021-2023

#### MBA- Marketing and Finance

### Lingaya's Lalita Devi institute Of Management & Sciences, New Delhi

2018-2021

#### Bachelor of Business Administration

## Certification

- The Complete Digital Marketing Course - 12 Courses in 1

2024