



## Abhishek Tripathi

Business Growth and Marketing Professional with an impressive track record of exceeding revenue target, driven organizational growth and profitability for midsize & Fortune 500 companies.

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### Profile Summary

- Enriched experience in Business Development, Marketing, Relationship & Training Management, Strategic Planning, Campaigning and Promotional activities in U.A.E (9 Years)
- Expertise in delivering outstanding sales and marketing outcomes in highly competitive markets.
- Played a key role in planning and executing various projects which result in increasing market penetration, improves productivity and exceptional growth in Net Promoter Score.
- Managed business relationships with large national and international institutions to increase the client base by offering various products, solutions & services.
- Conducted a business & product portfolio analysis for increasing revenues with an aim of high profitability, strategic products, new product penetration & new channel performance.



### Awards & Certifications

- Regional Outstanding Performance Award (CBM) - Citi Bank.
- Certificate of Appreciation for Sales Automation Project - Citi Bank.
- Certification in Advanced Google Analytics - Google Analytics Academy.
- Machine Learning for Business Professional - Google Cloud.
- Professional Certification in Marketing Analytics - University of Virginia.
- Creative Thinking (Techniques & Tools) - Imperial College London
- Certified Social Media Marketer - HubSpot



### Core Competencies

- Business Development ★★★★★
- Team Building ★★★★★
- Corporate Relationship Management ★★★★★
- Marketing Strategies & Campaigns ★★★★★
- Market Research & Competition Analysis ★★★★★
- Digital Marketing ★★★★★
- Business Analytics ★★★★★
- Training Management ★★★★★



### Soft Skills



### Education

- Master of Management Studies (MMS) in Marketing from Pillai Institute of Management Studies & Research, Mumbai University. (Batch 2007-2009)
- B.Sc. in Chemistry from Mumbai University, India.
- Diploma in Project Management from International Business Management Institute, Berlin, Germany.



### Work Experience

#### Sep'20 – Jan'22: Pragati Oils & Lubricants - Business Head (Mumbai)

- Business Development, implementation of sales and marketing programs in order to achieve rapid top line growth and exceed bottom line expectation.
- Hire, motivate, and develop the sales and marketing team for setting clear objectives, effective coaching, evaluation and feedback on performance.
- Management of distribution network, identify new qualified dealers, retails and collection of data from market (Dynamics of Market, Market Needs & Competitors Activities)
- Ensure that the company has the adequate and suitable resources for the effective functional of its operational activities.
- Preparing periodic sales forecasts, co-ordination supply chain in order to ensure healthy stock situation in the market place and maintain effective inventory control.

### **Jan'20 – Aug'20 Date: Amity University Mumbai - Senior Manager Executive Education (Mumbai)**

- Planning and execution for Marketing and Sales verticals to meet agreed product, process, performance, service and revenues goals.
- Responsible for growing corporate accounts and students' admissions by engaging & promoting university executive programs and training services to their employees.
- Tie-up with corporate to address employability needs for university students by developing an Internship - Workplace integrated program.
- Identify new business opportunities, builds a strong business relationship with relevant stakeholders and experience in dealing with CXO levels in government & private sector companies.

### **June'18 – Aug'19: Standard Chartered Bank - Relationship Marketing Manager (Dubai)**

- Responsible for acquisition, growth, and development of retail banking channel through the provision of high-value relationships, activation, retention, revenue stages and service management.
- Establishing and maintaining a healthy partnership with internal, external stakeholders and decision-makers.
- Achieved quarterly revenue growth of 16% with an increase in corporate & retail portfolio by 6-8% every month.
- Work closely with cross-functional vertical leaders in the formulation and execution of marketing & sales strategy, identify areas of improvement and implement effective solutions.
- Arranged various promotional activities in corporate & retail companies which boost our market penetration.
- Ensured a high standard of operational control including adherence to risk management and compliance guidelines with zero tolerance on fraud.

### **Dec'11 – May'18: Citi Bank - Junior Sales Manager (Abu Dhabi & Dubai)**

- Hire, trained and motivated retail sales vertical of which strives to deliver the business targets.
- Strategized long & short-term directions through periodic progress reviews of all team members.
- Received Regional Award (CBM) for outstanding revenue growth by 26% in Q2 - 2015.
- Executed paperless sales process (Sales Automation) project that improves Net Promoter Score (NPS) by 52%, Quality sourcing by 45%, Approval rate by 37% & Cost reduction by 30%.
- Lead generation campaigns through creative's and targeted communications to increase sales conversion.
- Contributed to sales strategy & implemented action plans to increase productivity and profitability of the organization.

### **July'10 – Nov'11: RAK Bank – Relationship Officer (Dubai)**

- Managed new business development activities, prepared client proposals, and presentation.
- Planned weekly sales cycle and scheduled client meetings accordingly.
- Generated \$2.5 million deposits in three months with an outstanding productivity & approval rate for credit cards.

### **Feb'10 – June'10: HDFC Bank - Assistant Manager (Mumbai)**

- Achieved given sales target for a defined area and ensuring new prospects are being added to the sales funnel on an ongoing basis.
- Recruited sales professionals, training, and preparing performance improvement plans for all team members.
- Cultivated and maintained commercial relationships with dealers, car manufactures & ensuring maximum penetration of business in the auto market.

### **Nov'08 – Jan'10: SBI Card - Sales Manager (Mumbai)**

- Planned and implemented creative strategies for Campaigning and Promotional activities
- Responsible for recruiting, training and motivating the team members for DSA channels.
- Generated revenue of \$1.6 million at Zero cost for SBI Card by corporate service camps in one month.
- Managed all aspects of sales activities such as telemarketing, lead generation, and business development.



### **Personal Details**

**Nationality:** Indian

**Languages Known:** English, Hindi & Marathi

**Salary Expectation:** As per company policy

**Current Location:** Dubai, United Arab Emirates (On Visit Visa)