

## Professional Summary

Results-driven banking professional with 10+ years of experience in data-driven strategy development and analysis. Proven track record of driving business growth through insightful data analysis and effective stakeholder management. Currently leading as a Senior Banking Executive at Inazuma.co, leveraging expertise in data analysis and strategy to inform business decisions.

## Professional Experience

### Senior Banking Executive (BA09)

Inazuma.co | January 2020 - Present

### Banking Strategy Manager (BA07)

Finverge Inc. | June 2018 - December 2019

#### Key Achievements:

- Developed and executed a market penetration strategy, resulting in a 25% increase in new customer acquisitions.
- Led a team in conducting competitor analysis, informing product development and pricing strategies.

#### Responsibilities:

- Managed a team of analysts in data collection and analysis for strategic decision-making.
- Collaborated with the product development team to launch new banking products.

### Senior Banking Analyst (BA05)

Bank of Azure | March 2015 - May 2018

#### Key Achievements:

- Conducted comprehensive market research, contributing to a 15% increase in sales of premium banking services.
- Designed and implemented a data visualization dashboard, enhancing executive decision-making efficiency by 30%.

#### Responsibilities:

- Analyzed market trends and customer behavior to inform product enhancements.
- Worked closely with the marketing team to develop targeted promotional campaigns.

### Banking Analyst (BA03)

FirstLine Bank | August 2012 - February 2015

**Key Achievements:**

- Identified opportunities for process improvement, streamlining operations and reducing costs by 10%.
- Assisted in the development of a customer segmentation strategy, leading to a 12% increase in cross-selling.

**Responsibilities:**

- Conducted data analysis to support business cases for new product launches.
- Provided analytical support for regulatory compliance and risk management.

## Education

**Master of Business Administration (MBA) in Finance**  
Harvard Business School

**Relevant Coursework:**

- Financial Management
- Strategic Management
- Data Analysis for Business Decisions

## Technical Skills

**Data Analysis:**

- Data Mining
- Predictive Analytics
- Data Visualization (Tableau, Power BI)

**Strategy:**

- Market Analysis
- Competitor Analysis
- Product Development Strategy

**Software Proficiency:**

- Microsoft Office Suite
- Google Workspace
- SQL

**Programming Languages:**

- Python
- R

