

ROHAN PACHARNE

+91 8169313127

Rohanp17@gmail.com

Marina Enclave, Jankalyan Nagar, B- wing Room-901, Malad – west, Mumbai – 400095

Objective – Competent and passionate professional with a visionary mindset for crafting unique product vision by bringing a blend of strategic planning, marketing, market insights and value proposition for gaining success in the specified role. Seeking a challenging work environment to utilize my marketing skills to the fullest and create an encouraging work environment.

Professional Experience

YES BANK

Product Manager (Manager - Brand Communication)

Sept 2022 – Till Date

- Managing YES Bank's email account and executing email campaigns
- Brand communication via various channels
- Handling downtime and WhatsApp campaigns YES bank
- Managing cross sell data across digital channels
- WhatsApp campaign, push notification for loan customers on daily basis

HDFC Bank

Deputy Manager – Product Manager (Digital Channel)

May2019 – Sept 2022

- Manage Net banking and Mobile banking application as products for retail banking regions
- Meetings with regional heads to discuss business strategies to promote adoption of digital platforms
- Prepared plan/target on digital parameters for branches and RM's on monthly basis which is included in the scorecard
- Creating customer journey for new versions of MB app
- Resolve the queries which are raised by staff or customers for digital platforms
- Promote usage of UPI service on MB app & chat banking via WhatsApp banking
- Implement customer user group testing for new version releases of mobile banking app and Net banking platform
- Campaigns Managed – **KHOJ (FAQ's) on Digital Platforms, Digi-GURU (Quiz on Digital Platforms)**

HDFC Bank

PERSONAL BANKER (DEPUTY MANAGER)

Nov 2017-May 2019

- Portfolio management of over 90+ crores
- Client servicing for all HDFC bank customers
- Risk management, fraudulent transaction management
- Increasing the foot-fall of the branch, customer engagement
- Solving customer queries and cross selling banking products

ICICI Bank-Internship (ASSET MANAGEMENT)

May 2016-Sept 2017

- Generating home loan leads
- Connector engagement programs
- Payout explanations
- Crisis management

Perfetti Van Melle India**Oct 2016- Mar 2016**

Off Summer Intern

- Assisted the Sales Representative for Business Development of Perfetti Van Melle India by effectively communicating the schemes to the retailers resulting in 250 Productive calls out of 408 Total calls generating Total Sales Revenue of Rs 1, 06, 711

Educational Qualifications

Degree	Institute	University	%	Year
P.G.D.M.	Chetana's Institute of Management & Research	A.I.C.T.E.	67.83	2017
B.S.c	Ramnarin Ruia college	Mumbai	55.59	2014
H.S.C.	Ramnivas Ruia junior college	Maharashtra	50.17	2011
S.S.C.	Marol Education Academy's High School	Maharashtra	67.53	2009

Personal DetailsDate of Birth: 17th April, 1992

Languages Known: English, Hindi, Marathi