

Hare Ram Chand

Senior Manager



Bangalore



8877163214



hare69ramchand@gmail.com



Websites, Portfolios, Profiles

- [linkedin.com/in/hareram-chand-upadhyay-1a83338a](https://www.linkedin.com/in/hareram-chand-upadhyay-1a83338a)



Skills

- Communication
- MIS
- Search Engine Optimization
- Salesforce Digital Marketing
- MS Office
- CRM
- CMS Portfolio
- Growth Account Management
- Team Manager
- Interpersonal and networking
- Analytical
- Project management
- Critical thinking and problemsolving



Work History

Senior Manager

Axis Bank, Bangalore

- Responsible for ensuring the achievement of all marketing, sales and revenue targets for the branch
- Managing a team of Sales Managers and Sales Officers
- Hire / Train and motivate the Sales teams for achieving budgets
- Cross Sell Investment products like Mutual Fund, Loans, Insurance & Current account & Saving account
- Experienced in handling a branch with Business development as the primary focus along with ensuring enhanced customer services

2023-09 - Current

2022-04 - 2023-08

- Strong leadership skills, Team Management, aptitude for Sales and ensured Customer Service Delivery
- Formulating and implementation of sales and service strategies
- Coordination between all the Sales Supports Departments
- Cost Management and staff productivity
- Educate & enhance the awareness of the company's products
- Responsible for Sales of Bank's products & Manage Relationships for a Portfolio of customers (both Existing and NTB - New To Bank)
- Taking care of all process and related escalations
- Developing product launch strategies in the market implementing post-launch strategies to sustain sales growth
- Unique Promotions and Marketing Initiatives.

Senior Marketing Manager

Think and Learn Pvt. Ltd., Bangalore

- Manage day-to-day communication/development for all global innovation programs with all cross functional teams including R&D, Creative, Merchandising, NPD, Finance, Legal and Operations to ensure timetable/milestone adherence
- Gather/Analyze relevant market data (consumer, competitive economic, positioning, distribution channels, trends advertising) and translate into SWOT Analysis for future brand plans
- Collaborate on the development of consumer facing communication and advertising vehicles (in partnership with VP), PR out reach, and web agencies for digital assets
- Lead distribution and digital marketing strategies
- Develop and implement marketing communications including sales collateral, letters, videos, digital tools, interactive content
- Strategy; understand the overall business and marketing strategy and create a marketing plan for the cloud infrastructure division
- Team Management; manage, lead and motivate a marketing team
- Stakeholder Management; work collaboratively with a variety of stakeholders across sales, product management and the central marketing team to ensure there is buy in to future marketing campaigns and resources are maximized
- Oversee all marketing campaigns for their company or department
- Implement strategy
- Promote a business, product, or service.

2021-04 - 2022-02

Deputy Manager

IDFC FIRST BANK Ltd., Bangalore

- Acquisition of Current and Savings Accounts in the identified segment and reference generation from the specified catchment area
- Worked on Investment Banking, LAP, PL, Mortgage Loan and Cash Management Products
- Formulated and presented innovative strategies to team members, executives and customers to build foundation for successful sales plans
- Develops and implements a marketing program that is in alignment with the overall bank's strategic objectives

2019-08 - 2020-11

- With customers and identified target segments
- Responsible for the planning, management, and execution of all marketing initiatives and the day-to-day marketing functions of the financial institution
- Implement marketing plans and segmentation strategies to support business growth and client retention
- Coordinate large scale promotional activities, e.g
- Seminars, campaigns, client events, etc and follow up new corporate customers.

Assistant Manager

Bajaj Finance Ltd., Bangalore

- Forecasted sales and established processes to achieve sales objectives and related metrics
- Loans, Monitoring, Investment Management, SDP, Operational Risk and Team Management
- Responsible for 360 degree media planning for marketing campaigns using digital media
- Managing Email, SMS and app notification channels through automation tool creating different marketing use cases.

2014-11 - 2016-12

Senior Executive

Mahindra & Mahindra Financial Services Ltd., Jharkhand

- ARD & Operations
- Managing digital and other Marketing agencies in India and the interface between country Brand and Marketing teams
- Helping develop and manage all marketing, including company website, SEO/SEM, social media channels.

2013-05 - 2014-02

Trainee Engineer

Adecco Group, Delhi

- Maintaining Panel and Relay devices at DLF Accenture Site Worked on transmission line project for DLF rapid Metro.



Projects

- **Anexas Consultancy Services Pvt. Ltd.**, 08/2018 - 09/2018
Intern (Internship) - Website promotion through page and off page optimization(SEO,SEM) Organisational Study Project, Manufacturing, production and sales at SYSCON Instruments Pvt. Ltd, Bangalore, Karnataka
- **Microprocessor & Micro Controller**, Controller Project in Tata Steel on subject Motor Drives based on the relay device Motor & Transformer device
- **Project in Institute of Advanced Computer & Research, BPUT,ODISHA** on subject on motor & transformer device using relay.



Education

MBA - Marketing

ISBR, Bangalore - Bangalore, India

2017-07 - 2019-05



B.Tech - EEE, Engineering

Biju Patnaik University - Orissa, India