



# LUBABA MOMIN

SR. KEY ACCOUNT MANAGER



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Pune

## EXPERTISE SKILLS

- Strategic Account Management
- Business Development & Market Penetration
- Client Relationship & Vendor Management
- Sales Strategy & Execution

## EDUCATION

MBA : MARKETING

2013 - 2015

BBA : MARKETING

2010-2013

## LANGUAGE

English



Hindi



Marathi



Experienced MBA (Marketing) professional with a proven track record spanning of total 8 years in Business Development, Sales, Marketing, and Key Account Management. Skilled in strategically directing comprehensive Sales and Marketing operations, demonstrating robust leadership abilities in optimization and maintenance.

## EXPERIENCE

REA GROUP - HOUSING.COM

Nov 2022 - till date

- Cultivated and managed relationships with top-tier developer clients for satisfaction and continued engagement.
- Successfully marketed and sold online advertising space to key accounts, demonstrating strong negotiation skills and market insight.
- Oversaw timely service delivery, ensuring exceptional client retention rates and fostering enduring partnerships.
- Managed end-to-end client relationships by negotiating contracts, facilitating renewals, and sustaining business momentum.

HDFC BANK LTD

July 2021 to Nov 2022

- Analyzed client business requirements to implement structured digital payment modes, improving receivables and payables for B2B accounts.
- Managed a portfolio of Key Accounts in BFS/Etailing, overseeing various payment collection modes and collaborating with stakeholders for seamless collections and cross-selling to boost revenue.

PAYTM + LITTLE APP &  
NEARBUY.COM

Feb 2017 to March 2021

- Managed key accounts in the Cars and Bikes Vertical (Honda, Hero, Suzuki, Yamaha, Bajaj, TVS, and Piaggio Vehicles) at Paytm, overseeing marketing promotions and driving MOM growth.
- Spearheaded the signing and establishment of recurring business for Paytm Fastag in Maharashtra, ensuring sustained growth.
- Orchestrated management and expansion of Paytm's commuter vehicle marketplace, facilitating cross-product sales and leading retail merchant onboarding in Pune through targeted BTL activities.

ZAGGLE PREPAID & JUST DIAL

Aug 2015 to Jan 2017

- Led end-to-end customer acquisition, including relationship-building, deal securing, and subscription management from merchants. Conducted market analysis, delivered persuasive presentations for conversion, expanded market reach through network building, and optimized customer registration processes on the mobile application platform.