

BHABAVUTI PARASAR



Versatile Professional with Over 7+ Years of Experience in Private and Public Sectors, Proficient in Analysis and Management. Committed to Contributing Expertise for Organizational Growth. Seeking to Join a Dynamic Team, Focused on Knowledge Enrichment and Collective Success, Facilitating Job Satisfaction and Seamless Professional Growth.

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CORE COMPETENCIES



SOFT SKILLS



EDUCATION

- ❖ 12th from St. Xavier High School, Berhampur, in 2010
- ❖ 10th from St. Xavier School, Berhampur, in 2008

PERSONAL DETAILS

Date of Birth: 07 March 1993

Languages Known: English, Oriya & Hindi

Address: 1/303, Niwas Enclave, Saradabali, Berhampur, (PIN-760010) Odisha

PROFILE SUMMARY

- ❖ An enthusiastic & high energy driven professional with 7+years of experience in the field of Sales, Presales, Marketing, Event Management, Digital Marketing, Email and Social Media Marketing, Project & Product Management, Operations & Cash Management.
- ❖ Using marketing tools such as Clodura, Lusha LinkedIn Sales Navigator to achieve quarterly targets.
- ❖ Up-selling & Cross-Selling of HR products and services.
- ❖ Using Salesforce CRM software for dataset.
- ❖ Collaborate with stakeholders to understand business requirements
- ❖ Product Management of fintech product of HDFC Bank – PayZapp.
- ❖ Carried out Anti-Money Laundering (AML), Know Your Customer (KYC), and Re-KYC processes for both individual and non-individual clients, adhering to bank and Reserve Bank of India (RBI) guidelines.
- ❖ Cross-Selling of banking products such as Credit Cards, Mutual funds, Insurance products, Personal loans, Vehicle loans and different types of loans to clients and customers with respect to eligibility criteria.
- ❖ Managed sales and marketing of ORMAS products.
- ❖ Primary and Secondary Surveys, Research and mapping of products.
- ❖ Product development, market linkage, Life-Cycle of products.
- ❖ Achieved a 15% increase in sales during the 2018-19 fiscal year through vigilant monitoring and optimization of all marketing activities.
- ❖ Worked on Government projects like Skill India Projects, RurBan Projects, Livelihoods & Marketing Project and Honey Project.
- ❖ Drafting and finalizing of Request for Proposals (RFP), SLA and RFQs.
- ❖ Evaluation of quotations, technical and financial proposals.
- ❖ Preparation of DPRs for different projects and products.

CAREER TIMELINE





WORK EXPERIENCE

Apr'22 to Till Date | Allsec Technologies | Pre-Sales Manager

Key Result Areas:

- ❖ Generated leads and prospects within the B2B sector.
- ❖ Provide demos of Payroll (SmartPay) and HRMS (SmartHR) to prospects.
- ❖ Analyze data trends and patterns to identify opportunities for process improvements and decision-making.
- ❖ Establish and maintain processes for master data creation, SLA (Service Level Agreement), and reports.
- ❖ Effectively responded to inquiries from prospective clients, such as RFPs, RFIs, and RFQs.
- ❖ Orchestrated exploration and demonstration calls with CHROs, HRs, CFOs, Finance, and Admin teams.
- ❖ Provided direction and specialist knowledge in applying technology/applications to client business.
- ❖ Developed and maintained competitive analysis to secure a premier position among competitors.
- ❖ Collaborated closely with product management and regional managers to address gaps and contribute to product roadmap and strategy.
- ❖ Cultivated and managed relationships in strategic markets and accounts, including building customer networks.
- ❖ Actively participated in industry events, managed exhibition stands, and engaged with prospective clients to promote our products.
- ❖ Managed inbound leads generated from marketing campaigns.
- ❖ Cross-Selling and Up-Selling of other HR products for clients across industries.

Sept'20 to April'22 | HDFC Bank | Assistant Manager

Key Result Areas:

- ❖ Implemented strategies to ensure the high-quality acquisition of new customers.
- ❖ Product Management of Fintech product i.e PayZaap.
- ❖ Identified potential customer bases and areas for business expansion.
- ❖ Executed cross-selling initiatives for a range of assets and liability products.
- ❖ Managed operational and cash management functions.
- ❖ Utilized data-mining techniques for effective cross-selling.
- ❖ Evaluated client financial positions to recommend the most suitable financial products.
- ❖ Implemented measures for attrition control of customers.
- ❖ Ensured the team achieved productivity targets.
- ❖ Successfully managed a benchmark number of portfolio customers.
- ❖ Enhanced customer values within various customer groups.
- ❖ Extended benefits to eligible customers based on predefined lists.
- ❖ Maintained detailed sales reports on CRMNext.
- ❖ Managed and ensured compliance with Anti-Money Laundering (AML), Know Your Customer (KYC), and Re-KYC guidelines for both individual and non-individual customers, following SEBI rules and regulations.
- ❖ Recorded and tracked all engagement activities through the CRMnext system.
- ❖ Reported outward remittance and Forex transactions to Treasury mid-office within cutoff times using Dealpro.
- ❖ Recorded and resolved all customer complaints within stipulated timelines.
- ❖ Promoted all direct banking channels to ensure optimal customer utilization of benefits.
- ❖ Ensured the certification of documentation required for various assets and liabilities.
- ❖ Upheld the highest level of customer service standards.

May'17 to May'20 | ORMAS (Odisha Rural Development and Marketing Society) | Young Professional (YP) - Marketing

Key Result Areas:

- ❖ Conducted surveys, market research, product pricing and product mapping.
- ❖ Collaborated with various stakeholders to establish market linkages and drive product sales.
- ❖ Managed Digital Marketing of ORMAS products through various channels.
- ❖ Budget Management, Vendor Management, Supply Chain Management and Internal Stakeholder Management for different clients, events and exhibitions.
- ❖ Engaged in product development, brand management, packaging, and sales & marketing of products.
- ❖ Coordinated with advertising agency for developing the marketing collaterals.
- ❖ Assisted Dy CEO Marketing for product launch at regional and national events like SISIR Saras, Pallishree Mela and other events.
- ❖ Assisted in developing brand positioning and communication strategies.
- ❖ Managed the product lifecycle of all the district products through monthly reports and visiting quarterly to all districts.
- ❖ Assigned the role of District Marketing Officer (DMO) of Baleswar District.
- ❖ Achieved a 15% increase in sales for the 2018-19 fiscal year through the monitoring and optimization of all marketing activities.
- ❖ Managed projects, developed plans, and monitored project performance and submit reports to Dy CEO Marketing.
- ❖ Prepared detailed project reports (DPRs) for products management and marketing of products.
- ❖ Planning, Coordinating and Executing of events and exhibitions and gathered feedbacks about the product through customer interaction at Events and Exhibitions.
- ❖ Led the activities of product management of "Honey Project" in collaboration with KVIC and KVIB.
- ❖ Drafted Request for Proposals (RFPs), SLA (Service Level Agreements) and evaluated quotations, technical, and financial proposals.



CERTIFICATIONS

- ❖ Completed foundation course on SAP ERP from UdeMy.
- ❖ Successfully completed “Corporate Finance” course offered by IIM Bangalore on May 23, 2021.
- ❖ Awarded E-certificate by NIRD & PR Department, GoI for successfully completion of course on Comprehensive (Master Trainer Level) in standard operating procedure of “DDU-GKY”
- ❖ 8 weeks of internship from 16th May 2016 to 15th July 2016 at Axis Bank Berhampur, Odisha on Digital Banking
- ❖ 1 month training from 17th June 2013 to 16th July 2013 on Transmission and Distribution System at OPTCL Power Training Institute, Chandaka
- ❖ 1 month of training at Central Tool Room & Training Centre (CTTC) from 1st Sept 2012 to 29th Sept 2012 on Industrial Automation (PLC Programming).
- ❖ Undergone 1 week of summer internship projects in Electrical department of JK Paper ltd, Rayagada from 12th March 2012 to 17th March 2012
- ❖ Under gone 1 month of vocational training in Electrical Workshop department of “Indian Rare Earths Limited” From 16th May 2012 to 15th June 2012.



ACHIEVEMENTS

- ❖ Achieved successfully 1 crore FD (Fixed Deposit) target during the contest period September 21 to March 22.
- ❖ 2 times Classic Star excellence award for outstanding performance in the month of January and February 2021.
- ❖ Silver Star excellence award for outstanding performance in the month of March 2021.