

# Arsheen Kaur

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## ENTRY-LEVEL MARKET RESEARCH ANALYST

*Seeking a position to utilize my skills and abilities in market research and business analysis that offers professional growth while being resourceful across market research companies*

### PROFESSIONAL SUMMARY

- Aspiring Market Researcher, completed Post Graduate Diploma in Management from Balaji Institute of Modern Management, Pune, India; scored 90% and above through Grades 1 to 12 in schooling and scored 75% and above in every semester during Graduation
- Having deep knowledge of using statistical programming languages such as R and SPSS in Market Research and Analytics
- Capable of conducting extensive data management and contributing to business making using Microsoft Excel Data Analysis
- An effective communicator with strong presentation, relationship management, and organizational skills while maintaining high standards of professionalism and drive
- Personal skills include having the ability in multi-tasking in an efficient manner and in meeting deadlines with high accuracy

### KEY SKILLS

<i>Business Analysis</i>	<i>Market Research</i>	<i>Team Management</i>
<i>Relationship Management</i>	<i>Client Management</i>	<i>Communication and Negotiation</i>
<i>Research Methodologies</i>	<i>Strong Interpersonal Skills</i>	<i>Banking Sales</i>

### WORK EXPERIENCE

**STANDARD CHARTERED BANK, Gurgaon**

**Nov 2019 – Present**

#### **Relationship Manager - Employee Banking**

- Played a pivotal role in handling activities like onboarding of new companies, obtaining salary accounts and ensuring the funding of salary accounts
- Convincing the existing as well as new customers to also buy third-party products: Life Insurance, General Insurance, Health insurance etc.
- Building long-term relationships with clients and customers while work quickly to address and resolve customer issues by forwarding customer instructions to concerned departments
- Assisting employees and corporates with salary account-related issues such as: DRM hold removal, up gradation of offer, credit card charges etc.
- Identifying the key contacts at potential client companies to establish and foster relationships while monitor and assess the activities of the competitors to proactively satisfy and retain the clients
- Exploring the market conditions, determining the opportunities and creating corresponding solutions to customer concerns
- Participating in marketing and awareness campaigns in the bank to create an enlarged customer base

- Organizing service camps in corporates to ensure cross sell
- Meeting Managing Directors, Finance heads, HR & Payroll Heads on regular basis to ensure service, relationship and salary Payment Management
- Working closely with service delivery teams to ensure excellent service to the Corporates

#### Achievements:

- Onboarded two companies that provide 30-40 accounts every month

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### CERTIFICATIONS

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- Microsoft Excel-Excel from Beginner to Advanced by Kyle Pew & Udemy, 22<sup>nd</sup> July 2020
- R Programming for Absolute Beginners by Bogdan Anastasiei & Udemy, 5<sup>th</sup> August 2020
- Statistics with R-Beginner level by Bogdan Anastasiei & Udemy, 7<sup>th</sup> August 2020
- Statistics with R-Intermediate level by Bogdan Anastasiei & Udemy, 8<sup>th</sup> August 2020
- Statistics with R-Advanced level by Bogdan Anastasiei & Udemy, 9<sup>th</sup> August 2020
- SPSS for research by Bogdan Anastasiei & Udemy, 12<sup>th</sup> August 2020

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### EDUCATION

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PGDM Marketing, Balaji Institute of Modern Management, Pune, 72%	2020
BA honors Economics, University of Delhi, 76%	2016
12th CBSC, DAV Public School, Sector 14, Gurugram, Haryana, 91.4%	2013
10th CBSC, DAV Public School, Sector 14, Gurugram, Haryana, 93.1%	2011

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### INTERNSHIP

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#### Maruti Suzuki India Limited, Vasant Kunj, New Delhi (May-June)

**Project:** Research about Market Research Companies providing TV and Digital Ad testing solutions

**Duration:** 1 month

**Description:** Explore the market research companies present all over India for Maruti Suzuki and found around 25 companies. Met all the senior managers and had a detailed conference with them

**Project:** A Study on Measuring Effectiveness of Ad: Maruti Suzuki Arena

**Duration:** 2 Months

**Description:** The research aimed at finding out the influence of advertisement in drawing the attention of people towards a new retail chain

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### EXTRACURRICULAR ACTIVITIES

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- Intra school Rangoli competitions (First Place) in 2008 and 2010
- Intra School Winner - 100m/200m sprint race during Annual sports meet in school
- Intra school Runner Up- Throwball (Team Captain) in 2008
- All India Camlin Color contest (Second Place) in 2003

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## ADDITIONAL INFORMATION

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**Interest:** Drawing portrait sketches  
**Languages:** English, Hindi, and Punjabi  
**Date of Birth:** 8<sup>th</sup> April 1995