



# Anita Chaudhary

Sales manager | Banker | web Designer

## Profile

Currently Sales Manager with HDFC Ergo providing Insurance plans to HNI customers, I'm a polished professional with 10 years of experience in Banking, sales, HNI Relationship management. I also hold a Masters degree in computer application and have 2 years of experience in web designing and graphic designing using platforms like Python, PHP, Java.

## Contact

**Phone:**  
997-958-5606

**Email ID:**  
chaudharyanitaj@gmail.com

**Date of Birth:**  
30<sup>th</sup> July 1988

## Strengths

---

### Sales management

Independently drive teams for B2C sales virtually as well as Face to Face for banking and insurance products, and achieve targets agreed with the organisation

### Workforce Management

Experienced in managing workforce efficiency by implementation processes and emphatically handling people issues resulting into high performance teams – Attrition remained 0% in previous FY

### Good Analytical skills

Ability to track and analyse business trends, draw insights and guide the team to achieve common business goals

### Advocate customer first approach

Sensitivity towards customer queries, feedbacks, requests and complaints. Expertise in managing escalated complaints to draw amicable resolution.

### Partnering with Stakeholders

Co-ordinal relationship with various stake holders such as channel partners, HR, Operations and other support functions to ensure smooth and effective sales

### Creativity

Ability to come up with creative ideas implemented in both Web and Graphic designing as well as sales

## Academic

### Bachelors of Commerce

University of Gujarat - Ahmedabad

### Diploma in Multi-programming

C-Dac Institute - Ahmedabad

### Masters in Computer Application

Gujarat Technical Institute -  
Gandhinagar

## Computer Applications

Oracle 8i

C++

SQL

HTML5

Python

CSS

Framework database

Photoshop

Graphics designing

Web designing & development

## Work Experience

---

### HDFC ERGO – Sept 2021 -till date

**Designation: Sales Manager (Deputy Manager)**

#### **Achievements:**

- Have increased mind share for HDFC Ergo Sales at HDFC bank channel from 20% M-o-M to 75% M-o-M average
- Year on Year 26% increase in channel sales
- Activation of non-moving products at channel.
- Increased average ticket size (ATS) from 11.2k to 14.7k
- Restricted policy cancellations under 2% out of ~140 policies sold during the year

#### **Role:**

- Increase mindshare for HDFC Ergo at HDFC Virtual Relationship channel as compared to other competing Insurers
- Achieve annual sales target for sales of general insurance and health insurance policies
- Restrict policy cancellations and manage customer complaints and queries
- Handling team size of 10 verifiers and Guide and mentor the team of 5 verifiers to achieve sales target
- Manage Hiring, Retention and staffing as per approved head count
- Managing Reports and business trends

### Kotak Mahindra Bank – Jan 2021 – Sept 2021

**Designation: Branch Relationship Manager**

#### **Achievements:**

- In my brief stint at the bank, I had achieved my half yearly sales targets across products and revenue generation
- Have increased my book from 3.5 crs to 5 crs

#### **Role:**

- Meet the income or revenue target set for the portfolio being handled
- Identify the opportunities available in the portfolio
- Contact the customers as per the defined target and plan.
- Establish contact with the customer on all the triggers, birthday calls, service calls to make effective conversation
- Effective interaction or communication to be done with customer
- Every conversation made to the customer to be properly updated in the CRM with complete details
- Identify the opportunities in the portfolio and close on the opportunities
- Meet the targets of the defined products given
- Follow up on the leads generated towards closure
- Follow all the guidelines as defined and comply with the processes set

## Hard Skills

- Good presentation skills
- Analytical skills
- Sales management
- Recruitment
- Strong quality management

## Soft Skills

- Team Building
- Decision making
- Creative solutions
- Strong communication
- Result orientation
- Willingness to learn

## Certification

- Diploma in multiprogramming

### **HDFC Bank – Sept 2017 – Jan 2021**

**Designation: Virtual Relationship Manager**

#### **Achievements:**

- Won multiple awards and accolades for target achievement across products
- Instituted the practice of big amount policy premium. Was the 1<sup>st</sup> RM to source policy of 5+ lakhs premium in the entire team of 50 people
- Year on Year 120% achievement against target for revenue generation

#### **Role:**

- Build and maintain relationships with new and existing clients while providing high level of expertise.
- Communicate regularly with clients to understand needs, evaluate current product use and cross-sell new products.
- Monitor issues carefully and reached out to customers to provide immediate resolution and Maintain satisfaction.
- Assist customers with needs such as opening accounts, depositing or transferring funds, updating account details and signing up for new services.
- Network with business leaders and executives to identify clientele within local community.

### **Mangalam Information Technologies Pvt. Ltd. – Aug 2015 – Aug 2017**

**Designation: Organisational Assistant**

#### **Role:**

- Monitor and evaluated teams, identifying and targeting opportunities for improvement. Performed data analysis especially financial data
- Maintain clean and well-organized production areas to avoid violations or unnecessary work delays due to hazards or inefficient layouts.
- Evaluate employee skills and knowledge regularly, providing hands-on training and mentoring to individuals with lagging skills.
- Evaluate employees' strengths and assigned tasks based upon experience

## Language Proficiency

**English:** Proficient

**Hindi:** Proficient

**French:** Good

**Gujarati:** Good

**Punjabi:** Good

**A creative painter who loves to  
canvas portrait and landscapes**

## Trivia

**I am a sports enthusiast with  
accolades in badminton and  
kabaddi**

**A creative painter who loves to  
canvas portrait and landscapes**

### **Skyy CreaTech Services Pvt. Ltd. – Jan 2013 – Jul 2014**

**Designation: Web Designer**

**Role:**

- Develop multiple mobile websites for nonprofit organizations offering neighborhood market analysis to government and business clients.
- Implement website and integrated solutions into business operations for Skyy CreaTech services private limited.
- Promote brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Develop site content and graphics by coordinating copywriting, and designing images, icons, banners and enhancements.
- Create web images in alignment with company message, including strategically
- Use visuals to highlight featured products and services and producing content that converts users to purchasers.
- Develop site navigation by categorizing content and funneling traffic through content.
- Create HTML and CSS designs in CMS environment.

### **Serpent Consultant Pvt. Ltd. – Aug 2015 – Aug-2017**

**Designation: Web Designer - Python**

**Role:**

- Remain abreast of developments in related Python frameworks, including data base and SQL.
  - Design customer-facing front end for project websites relying heavily on data-driven back end processing
  - Work independently to design, develop and test code for Serpent consultant private ltd
-