

Sayed Hajira

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Career Objective

To work in a progressive organization that can help me in continuous learning and provide me with challenging opportunities utilize my skills & qualifications. Consequently, contribution towards organization goals. Seeking for career openings in the area of Financial and Wealth Service firm.

Synopsis

1. Over 6+ years of hard-core experience in Financial Marketing, Sales Management / Business Development.
2. Senior Manager – HDFC Bank Private Limited from June 2022 till present.

Areas of Expertise

Marketing / Business Development

- Identifying & developing new streams for revenue growth. Developing marketing
- Plans based on consumer preference & driving sales volumes for foreign currencies.
- Implementing sales promotional activities as a part of market & Brand development effort.
- Evolving market segmentation & penetration strategies to achieve targets.
- Ensuring maximum customer satisfaction by providing pre and post- sales assistance and achieving delivery and quality norms.

Relationship Management

- Ensuring continuous interaction with the customer to make sure that areas of concerns can be worked upon for improved service levels; getting references & enhancing sales.
- Monitoring client relationship & program performance so that they don't face any service issue and also get the other requirement for upsell with the same corporate clients.
- Interacting with client's & customers & assisting them for enhancing brand loyalty & customer retention

- Existing client's requirements & providing best products to suit their requirements, generating business from existing accounts and achieving profitability & sales growth.

Career Highlights

1) Company – HDFC BANK Private Limited

Designation – Senior Manager

Duration – June 2022 till present

- Signing on new clients and helping them through the onboarding process.
- Managing client bank accounts, including opening and closing accounts, and overseeing transactions.
- Meeting with potential clients to discuss their financial needs and goals, then recommending appropriate products or services
- Providing clients with current market information and analysing financial data in order to make recommendations about investments or financial strategies
- Reviewing applications for loans or lines of credit, then negotiating terms of agreements with the applicant's attorney
- Recommending new products or services to clients based on their current need
- Authorizing and evaluating overdrafts and loans.
- Responsible for including HNI customers into Imperia programme and offering the superior banking services to enhance the profitability of the relationship size, cross sell, retaining and enhancing relationship size.
- Providing advice to customers about financial planning, investments, and other products or services offered by the bank
- Helping customers understand their financial statements and offering advice on how to manage their money effectively.

2) Company :- ASRA INCORP

Designation:- Key account manager

Duration:- July 2020 – Jan 2022

- Develop trusting relationships with major clients protecting Company interests.
- Expand the relationships of existing clients through re-negotiations and proposals.
- Ensure delivery of the correct products and services to major clients in a timely manner.
- Determine how to best meet the needs and requirements of clients while protecting Company interests.
- Led monthly meetings with directors to analyze spending and provide financial recommendations.
- Solved complete problems for senior leadership to execute on-time and under-budget projects.
- Identified budget variances and recommended corrective actions, avoiding overruns and maintaining positive cash position.

3) Company :- **American Express Banking Corp.**

Designation:- Relationship
manager

Duration:- July 2019 Jan 2020

- Relationship Manager (Platinum Credit Card Sales) Responsible for driving business, achieving monthly sales targets and acquiring new customers through consultative selling of our Premium cards products via defined Retail channel of acquisition. Prospecting for new Premium customers through existing leads and cold calling and maximizing lead generation.
- Timely execution of all sales activities – leads, campaigns, referrals & any self-generated leads Tracking and reporting sales performance including pipeline, acquisition results and market conditions.
- Set appointments, listen to customer needs and sell most appropriate premium product. Researches and understands prospects before making the call.
- Ensures all applications are fully and accurately completed, and submitted properly.
- Be the interface between Amex and the customer to resolve any application processing issues Drive the on-boarding of new customers and initiates spend enablement activities.
- Corporate tie- ups with companies for activities.
- Generating leads through Business to customer as well as business to business channels.
- Ensuring all performance standards are met viz. business targets, controls and compliance Engaging with premium customers to build relationships, and delivering a positive customer experience while acquiring new customers.

4)Company:- **Essel Finance VKC Forex**

Branch: - Bangalore

Designation: -Assistant Manager (corporate sales) for Bangalore Duration: - April
2018 to March 2019

Responsibilities:-

- Liaison with the EF Vkc Forex Branch in Bangalore, handle existing corporate clients and generate new corporate leads for Foreign exchange (forex exchange and travel insurance) , will be responsible for sourcing & deepening relationships with Existing clients by giving them good services and able to generate and upsell business .
- Responsible for Coordinating with client and give them the best possible rates in the forex market and can able to place the maximum business for the company, Will have to meet new corporate clients and take them Onboard, with my servicing and convincing skills to expand the business in Bangalore, will be responsible to develop business, maximize revenue generation & achieve sales targets. Strategizing and planning to set the objectives, business and growth.

5)Company:- **FORTUNE Traders**

Branch : - Bangalore

Designation:- Customer Relationship

Manager(CRM) Duration:- June 2015 till Dec 2017

Responsibilities:-

- Handling E Commerce Business
- Handling a team of Tele callers
- Responsible for Online Sales
- Dispatches (own products and 3rdparty products)
- F/up with Logistics / Courier
- Handling 1400 SKU's (own product and 3rdparty products)
- Data Mining & Generating leads
- F/up with direct sales team & corporate sales Team
- Promoting Online Business
- F/up with own portal & third party portals, for sales orders

Key Strengths:

- Goal oriented – Committed to Success
- Excellent communication, people management and interpersonal skills.
- Ability & adaptability to grasp & master processes within a very short span of time.
- Highly customer-centric with great attention to detail on products.

Great team player – work well with management & peer Ability to achieve immediate and long-term goals and meet deadlines.

Academic Profile

Course & Specialization	College / University	Year
MBA (Finance)	New Bangalore Academy	2018
B.COM	Bishop Cotton Women Christian College	2015
PUC	Baldwin Women Methodist College	2012
SSLC	Wisdom International School	2010

PERSONAL VITAE

Father's Name- Mr. Syed Rafi Ahmed

Date of Birth – 28-07-1994

Marital Status - Married

Linguistic Skill- English , Hindi

Address- Prestige White Meadows ,4132 Sathya Sai Layout,
Whitefield main road, Bangalore, Karnataka 560066

Hereby I declare that the above said information are true and correct to the best of my
knowledge.

Date:

Place:

(Hajira Sayed)

