

# ESHA ROY

Bangalore, Karnataka, INDIA | +91- 9748949034 | esharoy1992@gmail.com

<https://www.linkedin.com/in/esha-roy-053230166/>

## SUMMARY

Pro-active Corporate Accounts Manager with approximately 3 years of proven experience in bancassurance, retail sales, and leadership. Demonstrating skills like customer lead generation, retention, market analysis/research, recruitment, and training, with an MBA in Marketing/Marketing Management. Looking for a challenging and dynamic opportunity to further apply my knowledge and skills, while making a significant contribution to the company.

## WORK EXPERIENCE

### Corporate Accounts Manager

*TATA AIA Life Insurance Co. Ltd. - Bancassurance*

**Dec/'22 – Aug/'23**

*Bangalore, Karnataka*

- Establishing and strengthening relationships with the bank's branch manager and staff to gain leads
- Increasing customer's awareness about life insurance products and thereby achieving the targeted penetration on cross-selling within the branch's customer base
- Creating awareness and motivating bank employees to commend life insurance products to the bank customer
- Delivering consistently on goal sheet parameters
- Ensuring compliance with the internal sales process, plus other defined sales & service standards

### Executive Relationship Manager

*Bajaj Allianz Life (Channel Partner -Bandhan Bank) - Bancassurance*

**Feb/'22 – Dec/'22**

*Kolkata, West Bengal*

- Establishing and strengthening relationships with the bank's branch manager and staff to gain leads
- Increasing customer's awareness about life insurance products and thereby achieving the targeted penetration on cross-selling within the branch's customer base
- Creating awareness and motivating bank employees to commend life insurance products to the bank customer
- Delivering consistently on goal sheet parameters
- Ensuring compliance with the internal sales process, plus other defined sales & service standards

*Accomplishments* – Brought 17 lakhs business within 5 months tenure in goal sheet parameter, and received the Best Employee award at BANDHAN ELITE MEET. Plus, acquired 12+ new elite customers for the bank to help staff for doing business.

### Relationship Associate

*Max Life Insurance Company Ltd. (Channel Partner-Axis Bank) - Bancassurance*

**Apr/'21 – Feb/'22**

*Kolkata, West Bengal*

- Gaining leads by strengthening and establishing connections with the bank branch manager and staff
- Working to increase customer's awareness about life insurance products, increasing cross-selling within the branch's customer base, and achieving the target

*Accomplishments* – Acquiring new Priority customers, with a liability sales team and doing a business of 180% of the goal sheet. And adding the value of Banking products selling with the employee to the customer base.

### Sales Manager

*Reliance General Insurance - Retail Agency sales*

**Sep/'20 – Mar/'21**

*Mumbai, Maharashtra*

- Achieving the targeted GWP sub-class-wise
- Conducting meetups at regular intervals with all the mapped contributing agents and convincing them to increase their volume by projecting business opportunities and benefits
- Tracking product-wise targets vs achievements of each agent on daily basis and sending MIS to all the respective agents daily

*Accomplishments* – Analyzing performance and drawing up action plans. Recruiting 110+agents, screening and training them within 3 months tenure, establishing a strong relationship between them and staff. Researching current market trends and using knowledge for business improvement.

## INTERNSHIP

**Marketing Operations Manager** *BIG BAZAAR*

*Pune, Maharashtra May/'20 – Jul/'20*

- Worked as a team leads with exposure to various lines of business in Big Bazaar.

**Assistant Manager** *United Colors of Benetton India*

*Mumbai, Maharashtra Dec/'18 – Feb/'19*

- Worked as an assistant floor manager within the area of retail logistics, supply chain, and warehouse management

## EDUCATION

Course/Degree	University/Board	Year of completion
MBA	Savitribai Phule Pune University, Pune	2020
Bachelor of Science (Microbiology honors)	University of Kalyani, Kolkata	2015
12 <sup>th</sup>	Halishahar High School, Kolkata	2012
10 <sup>th</sup>	Sarada Devi Uchcha Balika Vidyalaya, Kolkata	2009

## CERTIFICATIONS

Issued by	Certification	Year	Remark
Asian Institute of Quality Management	Lean Six Sigma Green Belt Certification	2019	<i>Completed</i>
Sap Sales and Distribution	Primus Techsystems	2019	<i>Completed</i>
Advance MS Excel	Certified by PIBM	2020	<i>Completed</i>

## SKILLS

- Technical - *Team Management, Interpersonal Skills, Analytical Skills, Problem-solving*
- Additional - *MS Word, MS Excel, PowerPoint, management,*

## TOOLS

- Advanced excel

## OTHER DETAILS

Languages: English, Hindi, Bengali

Date of Birth: 17/July/1991