

Savneet Kaur

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Hobbies

Singing, Dancing, Astronomy,
playing instruments and Writing

Skills

Technical Skills- SAP, MS Office,
Product Management, Data Analysis

Soft Skills- Effective Verbal &
Written Communication, Teamwork,
Leadership, Strategic & Cognitive
Thinking

Languages

Fluent in English, Hindi & Punjabi.
Basics in French & Italian

Certifications

- Develop Your Presentation Skills,
LinkedIn Learning (2020)
- Improve your Problem-Solving
Skills, LinkedIn Learning (2020)
- Improve your Teamwork Skills
LinkedIn Learning (2020)
- Master Microsoft Excel, LinkedIn
Learning (2020)
- Peer Education, Christ University
(2017)
- Digital Marketing, Christ University
(2016)
- Multi Commodity Exchange of
India, Christ University (2015)

BBA & MBA Projects

-Worked with **Disney and Swarovski**
for their **brand expansion** in Asia
-**Finlatics**- Engaged in
**real-time trading and notional
portfolio creation**
-**The ThickShake Factory**-
Conducted a market survey to study
the customer buying motives towards
Pizzas and the market share of Pizza
in the Indian Market.
-Published a research paper on
“**Social Marketing**”
-Researched and published an article
on “**Impact of Diffusion and
Reverse Diffusion on Small medium
enterprises**”

Educational Details

| Course & Specialisation | Institute | Year | % |
|---|--|------|------|
| MBA (International Masters in Business) | SDA Bocconi Asia Center | 2022 | 86 |
| BBA (Finance & International Business) | Christ University, Bangalore | 2018 | 80.2 |
| 12th Standard (I.S.C) | Narbheram Hansraj English School, Jamshedpur | 2014 | 90 |
| 10th Standard (I.C.S.E) | Narbheram Hansraj English School, Jamshedpur | 2012 | 94.4 |

Experience

Product Manager- Debit Card EMI - Apr 2022 – Apr 2023

ICICI Bank, Mumbai

- Maximized card spends and increased revenues by 33%, onboarded new merchants and partners.
- Liaised with aggregators for integration and executed campaigns to drive EMI volume.
- Increased EMI penetration on spends by 20% through digital initiatives.
- Managed campaign roll-out plans, including understanding segments/categories, discussion with brands/alliance team, arriving at cost- benefit analysis.
- Ensured timely disbursement and reconciliation of data for payment aggregators.
- Collaborated with analytics team to develop data-driven strategies for alliances and communications.
- Provisioning of the total bank burn and spends on all the offers and campaigns running under Debit Card EMI
- Worked on the project to make EMI on Debit Card available on the I-mobile app and Internet Banking
- Performed customer journey and touch-point Analysis for Debit card EMI to make EMI on call live.
- Tracked expenses on payout to aggregators and cashback payouts to customers.
- Conducted market and industry trend analysis to streamline business approach.
- Managed customer communication across various platforms.
- Assisted in preparing the Annual Planner for Debit card EMI by making projections for next financial year

Process Associate- General Accounting - May 2018- July 2019.

Accenture, Bangalore

- Collected operational data, conducted analysis, and reconciled transactions for British Petroleum
- Handled third-party invoicing and journal entries in SAP
- Prepared balance sheets, reviewed entries, and reconciliations
- Maintained Automatic Clearing Statements, supported month-end closing and participated in audits.

Summer Intern- Apr 2021 - Jun 2021

ICICI Bank- Mumbai

- Worked on a Project- Customer Retention and Engagement strategies across Credit Card Portfolio.
- Conducted primary and secondary research to identify customer attrition rate and proposed solutions to improve customer retention and acquisition.
- Analyzed competitors' practices and recommended best feasible approaches.

Achievements

- Star of the Business Award within 6 months of joining Accenture
- Awarded for being the ICSE Topper at School.

Additional Information

- Worked in Prakruthee & Omasharam Trust under Corporate Social Responsibility
- Vice-President of Backstage and Documentation Committee for inter-collegiate fests held in Christ University
- Trainer under Skill Development for “Critical Thinking”, “Adaptability” and “Profile Building