



# POORNIMA MANI

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## Objective

My goal is to land a job with a business that values growth and can make good use of my excellent leadership and organisational abilities. Additionally, I'm looking for a job that will let me advance my skills while advancing the organisation's objectives.

## Experience

### ICICI Bank

Business Development Officer (BDO)

**DEC 2019 - SEP 2020**

I was given responsibility for administering CASA (Current Account and Savings Account). In addition, I managed all of the products, including loans, cards, fixed deposits, and accounts for Non-Resident Indians (NRI). In the pandemic situation, I always met my deadlines and contributed to developing customer relationships.

### Accelerated Development Machines

Marketing Specialists

**JULY 2022 - NOV 2022**

I was given the opportunity to work for the groundbreaking confidential software, which helps to address the main problems facing by the institutions. It is strictly B2B marketing, and by delving deeply into the software to identify important pain points, it is possible to effectively communicate with B2B clients and close deals. Additionally, I conducted some industry research to use various marketing techniques to automatically attract customers.

### Zolvit

Assistant Manager - Strategic & Partnerships

**NOV 2022 - APR 2023**

I contact NBFCs in Zolvit to assess the efficacy of the CLM software for the fintech sector. Additionally, develop plans for working together with them. In fact I obtained experience in cross-selling and how to attract partners to boost an organisation revenue, and I also made contributions to the fundraising sector to attract partners using a variety of strategies.

## Education

### SAVEETHA SCHOOL OF MANAGEMENT (SSM)

MBA (System & IBM) - CGPA - 7.01

### VELLORE INSTITUTE OF TECHNOLOGY (VIT)

B.Com (CA) - CGPA - 6.95

### AUXILIUM

HIGHER SECONDARY CERTIFICATE (H.S.C) - 70%

**STATE BOARD OF GOVERNMENT GIRLS SCHOOL**  
SECONDARY SCHOOL CERTIFICATE (S.S.C) - **51.4%**

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**Skills**

Computer Proficiency    Communication    Leadership Experience    Team Management    Problem Solving Ability

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**Projects**

**Consumer Satisfaction On Plastic Money**  
In order to determine how quickly customers are embracing advances in technology and the use of plastic money, I recently finished a research and presentation on "consumer satisfaction on plastic money." This study involved conducting a two-month poll. The final outcome was in favor of technology adoption, and I presented the same idea at the VIT University's National Conference on Conventional to Digital - A Shift in Banking.

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**Reference**

**Charumathi - Marketing Specialists**  
Accelerated Development Machines  
9361766158  
**Sishmitha Kumari - Legal Advisor**  
Zolvit  
9958733062

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**Language**

English, Tamil, & Hindi