

RESUME

FARHEEN ANJUM

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CAREER OBJECTIVE:

Looking forward to join a company wherein I get the opportunity to learn and grow and explore the possibilities to enhance my managerial skills to the best of my abilities.

PROFESSIONAL EXPOSURE:

5) Axis Bank Ltd, since June 2018 as Manager- Mortgages (Internal Grade- Manager)

- Product promotion- Affordable Home Loans, Home Loans and LAP
- Handling Team of 12 employees and 15 bank branches
- Launching campaigns and contests for HL and LAP
- Assigning targets to bank branches and team members
- Organising corporate activities for boosting sales of HL and LAP

Achievements:

- Was awarded star of the month in December 2018

4) Indiabulls Housing Finance Ltd, since 19 September 2017 to April 2018 as Location Manager(Internal Grade-Sr. Manager)- Mortgages.

- Product promotion- Home Loans and LAP
- Increasing brand visibility through campaigns and corporate presentations
- Customer service- Pre sales and post sales
- Conducting Marketing activities of the product to increase sales
- Handling team of on-role employees and working towards completing monthly/quarterly /yearly targets

3) Reliance Home Finance Ltd, a group company of Reliance Capital Ltd from 11 August 2014- 1 September 2017 as Branch Sales Manager(Internal Grade-Manager)- Mortgages.

- B2B tie ups and B2C marketing and sale of the product
- Creating channels for business
- Giving presentations and Organizing various campaigns
- Giving after services to clients
- Corporate Marketing of the product
- Conducting Marketing activities of the product to increase sales
- Handling team of off-role employee

Achievements:

- Achieved the target up to 200% in first quarter and 210% in the second quarter.
- Was nominated as Best New Comer, 2014
- Awarded as Best DNA Manager for pride and passion, 2015
- Awarded as Best Sales Manager- Partner Management 2016
- Awarded as Best Women of Worth 2016

2) India Infrastructure Research (A division of India Infrastructure Publishing Pvt. Ltd.) - From 3 June, 2013 to 31 Aug, 2014

- Brand Positioning
- B2B Sales and Marketing of information products (Research Reports)
- Extensive market research
- Building prospect databases
- Knowing the client's needs and requirements
- Giving presentations
- Attending online/ face to face meetings and conferences

Achievements:

- Over achieved the targets in the Training Period and closed the deals with new organizations.
- Closed a deal worth 15 L with a new client for a project on Biomass Energy.

1) Summer Internship Grasim Industries Ltd. a venture of Aditya Birla Group - From 1 May 2012 to 1 July 2012

Working on Product Positioning and Product Visibility

- Product Promotion of VSF wipes- Kara, Puretta, Handys and Prim
- Increase sales and influence purchasing decision of the retailers
- Working in synch with distributors and retailers for brand visibility and product sale

Recognition and Achievements

o The project work was highly appreciated and also received the best performance certificate out of 300 trainees in terms of performance, incentives, discipline and presentation by the company.

ACADEMIC QUALIFICATION

Course/Program	Institute/University/Board	Year of Passing	Subjects	CGPA/%
MBA-IB & Marketing	Amity University, Noida	2013	Marketing, Finance, International Business	7.7
M.Sc.(Hons)	Dept. of Chemistry/Aligarh Muslim University(AMU)	2011	Inorganic, Organic, Physical, Analytical Chemistry, Spectroscopy	72.7
B.Sc. (Hons.)	Women's College/Aligarh Muslim University(AMU)	2009	Inorganic, Organic, Physical, Analytical & Environmental Chemistry,	72.6
XII	Delhi Public School/CBSE	2006	PCB, Computer Science & English	77.6
X	Delhi Public School/CBSE	2004	Science, Mathematics, English, S. St. & Urdu	81.2

Got Academic Excellence Award for securing 3rd rank in B.Sc. (Hons) Chemistry programme.

PROJECTS UNDERTAKEN

- 1) Organized various BT-campaigns in ready to move in builder societies for bulk orders as direct sourcing as well as with Chanel partners.
- 2) Attended property shows/events organized in hotels for builder tie-ups and offering them customized schemes.
- 3) Organized presentations for staff group companies for customized schemes and loan rates.
- 4) To tap new clients and finalize corporate deals for research report on Biomass Power, Municipal Water, Sewage Treatment Market, Municipal Solid Waste, Transmission & Distribution through conferences/meetings and events like Renewable Energy Expo 2013,

Greater Noida.

5) “To enhance green credentials of cosmetic products of L’Oréal in India”

The project was about launching a campaign for enhancing eco-friendly products by L’Oréal in India.

6) “Brand audit on Garnier and suggesting ways to increase its market share”

The project was about suggesting ways to increase its market share of Garnier especially in Hair-care segment and its comparative analysis with other brands.

7) “International operation of the cosmetic brand L’Oreal”

The project was about analysis of L’Oreal operations across globe and its different marketing practices.

KEY ATTRIBUTES AND SKILL

- Good analytical and managerial skills
- Good communication and interpersonal skills

ADDITIONAL QUALIFICATION

- Did a certification course on Business Communication and Business Studies from Amity University, Uttar Pradesh.
- Did a course on Virtual Enterprise Management from Amity University.

EXTRA CURRICULAR ACTIVITIES

Campus Activities

- Awarded by Amity International Business School for representing the University in outside events, 2013
- Member of organizing committee, INBUSH-Annual International Business Summit, Amity International Business School
- Developed and presented Case Study on “L’Oréal Green Marketing Practices” in International Case Study Competition, INBUSH 2012 Amity international Business School
- Member of Industry Interaction Cell, Amity International Business School
- Member of Marketing Club, Amity International Business School
- Participated in National Level Green Business Plan Contest, 2012

Others

- President Science Society, AMU
- Senior Proctorial Monitor of the University, AMU
- Played NORTH ZONE Intervarsity Basketball Tournament, AMU
- Member of Organizing Committee, INTERNATIONAL CONFERENCE ON CHEMISTRY CENTENARY CELEBRATION, AMU

PERSONAL DETAILS

Father’s Name	: Mr.Sirajuddin
Mother’s Name	: Mrs. Nemat Aizdi
Date of Birth	: 21 st June, 1988
Nationality	: Indian
Permanent Address	: M/s Sirajuddin Machinery Store Kishori Bagh, Anoopshahr Road Bulandshahr, Uttar Pradesh
Language Proficiency	: English, Hindi, Urdu, French (Elementary)
Computer Skills	: Good command over Microsoft office, Microsoft Excel, DOS, C++, Internet