**RESUME**

**FARHEEN ANJUM**

**Address (CA):** Flat No-118, Lavender 2, Emirates Garden, JVC, Dubai

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**Email:** a​njum.farheen@gmail.com

**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:**

# 6) American Express, since April 2019 to till date – Process Manager, SABE

**Achievements:**

* Awarded by Director’s Award, December 2020
* Awarded by Partner’s Award, March 2020

# 5) Axis Bank Ltd, since June 2018 to Feb 2019 – Manager, Mortgages

* 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:**

O Awarded as Star of the Month in December 2018

# 4) Indiabulls Housing Finance Ltd, from September 2017 to April 2018 – 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 Division of Reliance Capital Ltd) from August 2014 - September 2017 – 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 (2-4) of off-role employee

**Achievements:**

* + 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 June, 2013 to 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 May 2012 to 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

**Achievements**

* Received the best performance certificate out of 300 trainees in terms of performance, incentives, discipline and presentation

**ACADEMIC QUALIFICATION**

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| --- | --- | --- | --- | --- |
| **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 3​r d ​ rank in B.Sc. (Hons) Chemistry programme.

**KEY ATTRIBUTES AND SKILL**

* + Good analytical and managerial skills
  + Good communication and interpersonal skills

**CERTIFICATION COURSES**

* + A full time certification course on Digital Marketing from EduPristine, Delhi
  + A certification course on Business Communication and Business Studies from Amity University, Uttar Pradesh.
  + A course on Virtual Enterprise Management from Amity University.

**EXTRA CURRICULAR ACTIVITIES**

Campus Activities

* + President Science Society, AMU
  + Senior Proctorial Monitor of the University, AMU
  + Jt. Secretary Sports Society, AMU
  + Member of Organizing Committee, INTERNATIONAL CONFERENCE ON CHEMISTRY CENTENARY CELEBRATION, AMU
  + Played NORTH ZONE Intervarsity Basketball Tournament, AMU
  + 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 International Case Study on “L’Oréal Green Marketing Practices” in INBUSH 2012 Amity University
  + 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

**PERSONAL DETAILS**

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| Father’s Name | : Mr. Sirajuddin |
| Mother’s Name | : Mrs. Nemat Aizdi |
| Spouse | : Faisal Moin |
| Date of Birth Nationality | : 21s​ t​ June, 1988  : 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, Power Point Presentation and Internet