

HARSH CHAUDHARY

Marketing Strategy | Brand Development | Client Engagement

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Summary

PGDM student in Research & Business Analytics specializing in **marketing strategy, client engagement, and business growth**. Hands-on experience in digital campaigns, competitive analysis, and relationship management. Proven ability to drive client satisfaction and brand visibility through data-backed strategies

Skills

Marketing: Digital Campaigns, Lead Generation, Content Strategy, SEO

Market Research: Competitor Benchmarking, Segmentation, Surveys (SPSS)

Client Management: Relationship Management, Wealth Products, Cross-Selling

Analytics Tools: Excel, Power BI, Python (basic analytics)

Experience

Select Relationship Manager

Jun 2025 – Present

IndusInd Bank

- Managed 295+ client portfolios, enhancing engagement through customized wealth offerings and cross-sell initiatives that increased retention and revenue
- Prioritized high-value clients using dashboards, driving **5% sales growth** through targeted engagement strategies
- Delivered personalized portfolio reviews, strengthening client relationships and repeat investments

Marketing Intern

May 2024 – Jun 2024

JCB India Limited

- Collaborated with an external design agency to conceptualize and execute the “*My JCB, My Business*” campaign, ensuring alignment of creative assets with brand objectives
- Participated in the “*Jahan Dekho Wahan JCB*” storytelling campaign, showcasing customer success narratives across India to enhance brand resonance
- Analyzed sales data of 1 lakh+ customers to uncover zone-wise and dealer-wise performance gaps, enabling targeted marketing strategies

Projects

Market Analysis of Bakery Dataset

Oct 2024 – Nov 2024

- Performed **RFM segmentation and Market Basket Analysis** with Python to identify purchase patterns and enable cross-selling opportunities

Retail Investor Behavior – INVESCO (GCL Program)

Dec 2023 – Apr 2024

- Conducted surveys with 300+ investors, analyzed responses using SPSS, and recommended strategies to boost awareness and market penetration

Achievements

- 2nd Prize – Real Estate Case Study Competition, IIM Indore (2024)
- 2nd Runner-Up – DigiBytes Digital Marketing Competition, IIM Bangalore (2024)

Certifications

- Harvard: Marketing Essentials, Business Plan Development, Project Management
- LinkedIn Certified Marketing Insider (2024), KPMG ESG Training (2024)

Education

PGDM – Research & Business Analytics (Marketing)

2023 – 2025

Welingkar Institute of Management, Mumbai

CGPA: 8.63

B.Tech – Electronics Instrumentation & Control

2017 – 2021

J.C. Bose University, YMCA Faridabad

72.12%