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# Rohit Shelar

## Work Experience ~ 7 YEARS

Dec 2019 – Present

### FOUNDER - RAZONA CLASSES (LOCATION: NASHIK)

- Started Coaching Classes for School Students and Graduates
- Launched Website – [www.razona.co.in](http://www.razona.co.in)
- Launched Android App with Free Current Affair updates
- Executed Various Marketing Strategies
- Launched Psychometric / Aptitude test module in order to tie-up with Schools

June 2019 –Dec 2019

### AFFLUENT BUSINESS MANAGER – AXIS BANK (LOCATION: NASHIK)

- Working as one point of contact for HNI Customers
- Working with Different channels to acquire eligible HNI and Corporate Clients
- Designing Drives & organising workshops to introduce luxury banking products
- New Customer acquisition of HNI Accounts
- Cross-selling Insurance and Third party Products

Dec 2015–May 2019

### DIGITAL ACQUISITION MANAGER –HDFC BANK (LOCATION: MUMBAI)

- Work closely with Internal product teams, vendors & Start-ups to drive digital business for 10 product lines
- Briefing CXO level management through review & wall walks on various initiatives and current progress on projects & processes
- Working with analytics & product teams on finding insights & cross sell points
- Getting legal, process sign-offs, doing UAT & business testing
- Acquiring new digital touch points, working with marketing led start-up's to on-board & integrate systems
- Present marketing analytics based campaign performance report on timely manner to review performance & implement necessary changes
- Brief agencies on SEO, paid marketing & content led efforts to reduce COA and increase brand presence / organic traffic
- Prioritization & on-boarding platforms like DBM, DMP & DSP's
- Working on new enhancements / use cases towards automation of processes
- Monitor business sourced from online aggregators & Digital properties
- Budgeting project cost & auditing timeline on projects

Apr 2012–July 2013

**RELATIONSHIP MANAGER– SM CAPITAL (LOCATION: NASHIK)**

- Worked on compliance and addressing transaction related queries of 30+ HNT's
- Took part in branding activities and lead generation for acquiring new customers

April 2014– Jun 2014

**SUMMER NTERNSHIP – SBI DEBIT CARDS (LOCATION: MUMBAI)**

- Reviewed contracts with 6 online travel portals like Via, Thomas Cook, Ezeego
- Worked on festive campaign collaboration with E-commerce majors like Flipkart, Samsung, Croma, Jabong and Myntra for offers to carded customers

2013– 2015

**WINTER INTERNSHIPS– DURING MBA**

- Qualitative Researcher - IMRB International – Retail (2 Projects)
- Sales Analyst - Teramatics Consultancy
- Social Media Analyst - Blue Ocean Market Intelligence
- Qualitative researcher - GFK Global (2 Projects)

**EDUCATION**

2013– 2015

**PGDBM**–Sydenham Institute of Management, Research&Entrepreneurship  
Post Graduated First Class – Marketing & IT specialization

2012

**BBA** - KK Wagh College (Pune University)  
Graduated with First Class in marketing specialization

2009

**12<sup>TH</sup>**- BTPS JuniorScience College(PuneUniversity)  
Completed 12<sup>th</sup> in Science stream with Second Class

2009

Silicon Certified Network Administration- Grade A

2007

**10<sup>TH</sup>** -Fravashi Academy  
Completed 10<sup>th</sup> with First Class

**CERTIFICATION**

- Achieved Green belt Certification in Google Digital master class
- Advanced Digital Analytics 200+ hour workshop from Edu Pristine
- Top 10 %tile score in Bloomberg all India Financial Aptitude Test
- Online Introductory course on big data from UpGrad
- Google Certified Digital Marketing Professional
- Microsoft Certified Professional