**DIPEN MAHARJAN**

**Chhatrapati, Kathmandu.**

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**PROFESSIONAL PROFILE**

A dedicated and results-driven young and energetic man with a good background in the achievement of profitable business growth through the creation and execution of successful customer service, business development, sales and marketing strategies. As the largest independent ad network in the market today, the company defines a great sense of energy and pride within the field; the type of environment I excel in. I believe that my combination of professional experience and education has given me valuable insight and makes me a well-qualified candidate for the position.

Experienced in working at Customer Satisfaction job at national & international with London based sales company in a Managerial role, involving in Strategical& Tactical part of Organization in the field of FMCG Products, Banks & Financial Institutions, Retail Management and also leading brands (medicines) in the competitive retail and pharma industries with the primary focus on sales & targets exceeding expectations for customer service delivery while ensuring optimum brand impact. Possesses excellent interpersonal, communication and negotiation skills and the ability to develop and maintain mutually beneficial internal and external relationships. Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurized and challenging working environments.

**CAREER HISTORY**

**Current Job in Banking/FI Sector**

1. **Himalayan Bank Limited**

**Deputed by KFA Consulting Pvt. Ltd – Business Partner**

**Head - Bancassurance**

Looking after the Overall Business development of Bancassurance in aligning with Insurance Partners; Life Insurance Corporation Nepal, Met Life Insurance Corporation and Nepal Life Insurance Company. Managing the strong co-operation with business partners & customers. Managing Consumer Banking & Retail Business Plan.

Promoting Sales, Marketing paralleling handling with the needful Operation, Admin, HR, business & budget analysis, report & communication, monitoring & evaluation.

**2. Nepal Investment Bank Limited (August 2017 to August 2019)**

**M. Nepal Limited – A Subsidiary of the Bank**

M. Nepal limited is an active FinTech developer with the objective of providing managed services & advisory services via Customer and Agent focused digital wallets, financial services to facilitate quick and secure digital financial transactions. M. Nepal aims to further financial inclusion and to promote cashless transaction across Nepal in support to BFIs, MFIs, SMEs and a Complete Agent/Retail Management throughout the Country.

**Head - Sales & Marketing**

**Responsibilities:**

1. Manage and implement the marketing strategy, analytics and views for the organization that aligns the overall business strategy, maximizes utilization of shared platforms, and meets the unique market needs of the various business units.

2. Managing project overview compared to agreed Program Development in align to HR, Finance, Budget Allocate and Admin Managements.

3. Full time Research, Involvement, Implementation and Market Penetration in Digital FinTech Industry (BFIs, SMEs, MFIs) align with the Central Bank of Nepal, Nepal Rastra Bank on various sectors of Digital Payment& Digital Banking.

4. Establish strong co-ordination and networking with Stakeholders, Governmental Entities, Banks, Financial Institutions, Educational Industry, Corporates, ISPs, DTHs, Educational Sectors, Hospitals & Pharmaceuticals, Airlines, Shops & Supermarkets to ensure effectiveness with Financial Literacy, Digital Payment System, brand sentiment, lead management, and integration with CRM systems for targeted and segmented initiatives that support sales. Aggressively collaborate with and train teams to best serve the objectives of the organization.

5. Directly manage all aspects of Social & Digital Marketing (such as content, creative campaigns or other online marketing strategies and design, including the filming, production, and implementation of promotional videos). Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points and collaborate and support brand aspects.

6. Maintain responsibility and reporting for market- business budget for effective utilization of resources.

7. Analyze campaigns, monitor & evaluate the sales and marketing activities and provide fast, accurate reports to improve and/or add functionality in order to gain the best ROI for the organization.

8. Implement social and online marketing campaigns to drive new leads and trials, including email marketing, promotions and contests, newsletters, Paid Search and PPC, social media, and mobile.

9. Continuously evaluate and manage potential commercial and technical partners that can help to fuel market growth.

10. Oversee advertising, strategy, analytics and marketing with the topmost Advertising Company like Thompson Nepal in building the brand, market and sales.

11. Work & maintain the different levels of showcase comprising ATL, BTL & overall TTL level of services to the competitive market.

1. **mDdev Solutions Pvt Ltd., / TAAHO International Pvt Ltd Nepal October 2016 to May 2017**

**Marketing Manager/Business Development Manager**

**Responsibilities:**

1. Handle different projects to develop into profitable turnover.
   1. Electronic Bill Payment for Nepal Electricity Authority
   2. Instance Digital Medical Report
   3. CAB System in Nepal.

2. Managing project overview compared to agreed Program Development in align to HR, Finance, Budget Allocate and Admin Managements.

2. Business Analysis, Sales & Marketing followed to Digital Payment.

3. Customer & Client handling & long run relationship maintenance.

4. Team lead & Management in support to Daily report & presentations

5. ROI focus and implementation

6. Help and advice to customers using organization’s products or services

7. Quality assurance & maintenance with support & leading the 25 numbers of Staffs in a team.

8. Investigate & solve customers' problems very patiently and effectively on relating to company’s norms and policies.

9. Analyze statistics or other data to determine the level of customer service followed by Leadership skills and Teamwork.

10. Keep up to date with customer service developments

11. Lead or supervise a team of customer service staff helping to recruit, train and assess new staff.

**Involvement in FMCG Industry**

1. **Best Price Cash n Carry, Abbey wood, London June 2014- September 2016**

**Sales and Marketing Manager**

**Responsibilities:**

1. Improve customer service experience, create engaged customers and facilitate sales growth

2. Take ownership of customer’s issues and follow problems through to resolutions.

3. Quality assurance & maintenance with support & leading the 29 numbers of Staffs in a team.

4. High motivating the team towards work.

5. Produced a marketing plan to develop effective manpower recruitment following the achievement of company sales.

6. Sketched the sales plan among management and other staffs devoting to higher sales.

7. Managed a team of marketing/sales assistants with responsibility for their training and development. 8. Checked daily sales report, stock analysis, customer’s feedback and relationships.

9. Analyzed company’s valuable customer’s requirements, communications and their effectiveness.

1. **Best Price Cash N Carry, Abbey wood, London 2012-2014**

**Duty Manager**

**Responsibilities:**

1. Customer service, issues, problems solving and long relationship.
2. Quality Assurance
3. Leadership and monitoring
4. Till in charge
5. Sales and marketing in charge
6. **ICELAND Foods ltd., Greenwich, London 2009 – 2012**

**Duty Manager**

**Responsibilities:**

1. Customer Service.
2. Ware house management
3. Handle groceries, deliveries and others.

**Involvement in Hospitality Industry Internationally**

1. **SAVOY HOTEL, LONDON, UK (2010 – 2013)**

(5 STAR Luxury Hotel in Strand, near Charing Cross Station, London)

**Assistant Customer Relation Manager**

**Responsibilities:**

1. Shift Management & Control
2. Develops and implements effective sales strategies to maximize revenue generation in Catering & Events
3. Assist the Floor Managerin using corporate sales, revenue management and food & beverage resources to help make informed decisions and maximize revenue
4. Develops and maintains positive relationships with peers, competitors and brand partners
5. Lead team through managing processes and holds people accountable for the agreed upon activities and timelines
6. Maintains effective communication, giving direction, support, timely feedback and recognition of performance
7. Staff control & management on Beverage, Food Running, Waiting, Customer service and Helping at the Back end. Current Job

**Involvement in Pharmaceutical Industry**

1. **CTL Pharmaceuticals Pvt Ltd 2006-2009 (NEPAL)**

**Medical Sales Officer/ Medical Representative**

**Responsibilities:**

1. Medicine Sales & Marketing at Doctors and Pharmacy level
2. Regular Doctor Visit in all Hospitals and Clinics inside and outside valley for Medicine Promotion.
3. Service to Doctors include Gynecologist, General Physician, Pediatrician, Orthopedic, Dermatologist, Cardiologist, Neurologist, ENT Surgeon and Optometrist.
4. Maintain a good professional relation with Doctors and Retailers including the Wholesalers to promote company sales/medicines.
5. Direct Reporting to the Line Manager on Sales Status.
6. Regular Monitoring and Building Sales Strategies to grow the ROI.
7. Maintain daily KPIs and work according to daily visiting report.
8. Generate daily important Leads and maintaining them for the output.

**Volunteer Job**

**International Banking Sector**

**Digital Banking followed by Retail Banking**

* Assessing the Internet banking in reference to Competitors and Customer Friendly.
* Assessing in Building the Mobile Banking with maximum usage ofBank Services, Products, day to day assuring Customer digital Life convenient & friendly.
* Use of NFC build payment, Contact Less Payments system, QR build payment and launching the campaign of PAY AS YOU GO.
* Inbuilding the Credit facility within Digital banking via Credit Score maintained from Credit Rating Agency and/or somehow bank itself.
* Interlining the Fund Transfer Platform - Payment Gateway/Switch among the banks via Mobile & Internet banking without any restrictions in support of building IVR system and/or PIN authentication mode.
* Marketing & Vendor Management in implementation of ATM cheque deposit & clearing.

**EDUCATION AND QUALIFICATION**

1. Masters in Marketing and Innovation 2015 (UK)---- LONDON

**ANGLIA RUSKIN UNIVERSITY (UK)**

1. Extended Postgraduate in Business and Marketing Strategy - Level 7(UK)--- LONDON

**London School of Marketing**

1. Bachelor degree in Microbiology (TU)--- NEPAL
2. I. Sc. from Amrit Science Campus. (ASCOL)
3. School Leaving Certificate (HMG)

**TRAININGS**

1. Digital & Social Marketing
2. Team Work & Planning
3. Strategy and Analytical Steps
4. Leadership training
5. Computer course of word, excel, PowerPoint and internet, email.

**REFERENCE:**

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| --- | --- |
| **Himalayan Bank Limited** | **M. Nepal Limited**  **(Nepal Investment Bank Limited)** |
| **Mr. Sunil Rajbhandari**  Manager  9851024952 | **Mr. MuktiLalSherstha**  Manager  9851111370 |