

Kumar Nihal

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Saket, New Delhi – 110062

EDUCATION

MBA (Marketing + HR) | Tulas Institute, Dehradun

Jun 2023

SUMMARY

Dynamic MBA (Marketing & HR) professional with experience across HDFC Life, ICICI Prudential Life, BharatPe, and SIDBI; skilled in sales strategy, market research, digital marketing, and Excel/Power BI-driven decision-making with a record of revenue growth, customer acquisition, and team leadership.

WORK EXPERIENCE

Customer Support Associate / SIDBI, New Delhi

Oct 2025 – Present

- Handled client queries, documentation, and service requests for MSME loan products.
- Coordinated with senior team to improve workflows and customer resolution quality.

Assistant Sales Manager / HDFC Life Pvt. Ltd., New Delhi

Sep 2024 – Sep 2025

- Emerging Star Award** – Top 3 performer in the region.
- Achieved 130% monthly revenue targets for 3 consecutive quarters.
- Drove 20% increase in customer acquisition via sales planning and lead conversion.

Relationship Manager / Prayosha Food Services Pvt. Ltd., New Delhi

Jun 2024 – Sep 2024

- Built and maintained client relationships to improve satisfaction and retention.
- Analyzed customer needs and provided tailored solutions to improve outcomes.

Unit Manager / ICICI Prudential Life Insurance, New Delhi

Sep 2023 – Jun 2024

- LeadTheNext Recognition** – 23rd Anniversary Initiative.
- Led a 15+ member sales team; exceeded targets by 25% through lead and conversion focus.
- Implemented sales strategies to expand market reach and revenue growth.

Field Sales Executive Intern / BharatPe

Jul 2022 – Aug 2022

- Conducted market research with 50+ merchants to improve onboarding strategy.
- Supported merchant outreach to strengthen engagement and onboarding.

PROJECTS

- Customer-Segmentation-RFM-Analysis**- Developed a customer segmentation project using RFM (Recency, Frequency, Monetary) analysis on real retail transaction data. The project helps marketing teams identify best, loyal, at-risk, and attention-needed customers to improve targeting and business decision-making.
- Inventory Management & Demand Forecasting**- Developed an Inventory Management & Demand Forecasting project that analyzes sales and stock data to optimize inventory levels across multiple products and stores. The project uses data analysis and a 7-day moving average model to identify high-demand products, prevent stockouts, and support better inventory planning decisions.

CERTIFICATES

- Worked with Ashiyana By Naman Welfare Trust in finance and inventory management June 23- Nov 23
- Qualified SEBI-NISM Investor Certification Examination Jan 2025
- NISM - Financial Literacy Course for Bharat July 2025

SKILLS

Technical Skills	Advance Excel, Power BI, Tableau, Python, VBA
Business Skills	Market Research, Sales Strategy, Business Analysis, Digital Marketing, Lead Generation, Revenue Growth, Client Retention, Negotiation, Prospecting
Soft Skills	Team Leadership, Relationship Building, Communication