

Dileep Yermula

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Profile:

Experienced With 7 years of experience in client consultation and a solid background in the Banking domain, I possess a deep understanding of the sector gained through similar roles. My expertise shines as I seamlessly interact with both business users and technical teams to comprehend intricate functional requirements. Armed with an array of tools including, Lucid Chart, and MS Visio, I efficiently document business needs and process flows. Collaborating closely with Solution Architects, I analyze and craft effective solutions, while also providing valuable insights into test cases for Quality Assurance. From facilitating client UAT to fostering successful project outcomes, I consistently leverage my skills to ensure seamless business processes and optimal solutions.

Education:

June 2016 – July 2018

Indian Institute Of Management, Ranchi | iimranchi.ac.in

Master of Business Administration

Modules: Marketing and Human Resources, Corporate Finance, Supply Chain Management, Predictive Analysis, Strategy, Business Analysis, Organizational Behaviour, Strategic Management, Innovation Management

June 2010 – July 2014

Lovely Professional University, Punjab | lpu.in

Bachelor in Technology (B-Tech) with Electronics Communication Engineering

Skills:

Business Skills: Public Accounting, Wealth and Asset Management, Business Economics, Financial Analysis, Microsoft Office, Microsoft Excel & Power Point, Product Management, Sales Management, Customer Relationship Management, Credit Management, Credit Risk and Audit Analysis, Trade Finance, Treasury management.

Product Skills: Product Management, Problem Solving, Time Management, Prioritization Skills, Road mapping, Data analytics and research, User-Centric approach, Marketing, Strategic Planning, Working capital Management.

Financial Skills: Balance sheet, Cash flow statements, Knowledge of computation of key financial ratios. leadership, management, communication and interpersonal skills, Fund Accounting, Service improvement.

Career History:

Aug 2019 – June 2023:

ICICI Bank, Hyderabad

Senior Business Analyst

- Solid comprehension of the banking industry landscape, with a keen understanding of project benefits, impacts, and value to clients as well as Efficiently communicate project statuses to executive clients, covering aspects like timeframes, budgets, risks, and issues in lending products
- Proficient in collaborating with cross-functional teams and end-users to elicit, document, and prioritize requirements and Demonstrated ability to ensure a comprehensive understanding of current processes.
- Skilled in conducting thorough analyses of existing processes and identifying opportunities for automation, efficiency improvements, and compliance enhancements in lending products
- Expertise in translating requirements into clear and well-defined functional specifications and Collaborating with technical teams to align solutions with system architecture in lending products
- Adept at creating comprehensive documentation for effective communication Proficient in documenting functional requirements, process models, use cases, and user stories.
- Proven ability to build and maintain strong relationships with stakeholders Experience working closely with business and process owners, as well as IT teams.
- Supporter of the change management process Assisted in the development of training materials and user acceptance testing (UAT).
- Competent in using process modeling techniques and tools (e.g., BPMN, Vision and possess Strong Analytical and Communication Skills and Familiar with claims systems, insurance policies, and industry best practices.

Analyst

- In-depth comprehension of intricate Banking process flows and the associated system infrastructure, driving efficient operations and seamless customer experiences.
- Conducting accounting services for assigned clients and moderately complex funds, involving tasks such as determining net asset values, calculating fund performance, allocating expenses, and generating reports.
- Taking on intricate responsibilities within Fund/Client Accounting, focusing on driving Service Improvement plans, enhancing processes, targeting efficiencies, and overseeing specialist review functions.
- Providing input into methodologies and ensuring the accuracy of work performed by junior team members.
- Offering guidance and conducting reviews related to cash and asset reconciliations, with a particular focus on complex accounts or transactions in lending products
- Resolving reconciliation issues for transactions that are more intricate or unique, while also assessing the work done by junior team members.

Mar 2018 – Aug 2019:

Kinara Capital, Hyderabad

Product Manager

- Orchestrated the development of novel products and strategic plans for the region, conducting comprehensive SWOT analyses to gauge market size and accessibility, in alignment with the company's yearly Business Plan.
- Spearheaded service enhancement recommendations benefiting a customer base exceeding 150,000, involving meticulous competitor strategy assessment, 'voice of the customer' data analysis, and process mapping.
- Pioneered the conceptualization and establishment of a brand presence within the NBFC market. Crafted a robust communication strategy, encompassing Digital Marketing, Trade Fairs, Auto Expo, Roadshows, BTL activities, and meticulous measurement of the desired value proposition.
- Successfully expanded the customer base in the designated zone by an impressive 480, additionally segregating and boosting the sales of the product. Innovated the "Purchase Finance" offering, contributing a substantial monthly incremental income of 20 Million.
- Meticulously oversaw annual budgeting, ensuring comprehensive financial planning for existing loans and diverse product lines, including Collateral loans.

May 2014 – July 2016:

Scootr anabko Private Ltd-Zomato, Hyderabad

Customer Relationship Manager

- Engineered an inside sales calling strategy that streamlined call processes, enhanced customer record management, and curtailed redundancy through systematic account information updates.
- Cultivated robust customer relationships while effectively advocating Zomato's offerings, resulting in heightened engagement with clientele.
- Elevated customer satisfaction metrics from 78% to an impressive 95% by significantly slashing customer processing time by 40%. Introduced a two-way alternate feedback channel that translated into a remarkable 30% increase in overall sales.

Live Projects & Internships:

- Marketing Strategies- Understanding the functional process of the distribution channel network of Steel marketing with branding and Presales marketing strategies like optimizing the loading time of raw material.
- Marketing research- Gauged the efficacy of the telecommunication offerings of Vodafone India.
- Market survey- Competition analysis of consumer experience for online classifieds business in India.

Skills and Achievements:

- Certified Professional in International Trade Finance (CITF).
- Certified professional in sales force Administrator (ADM 201).
- National Runner-up, for strategic planning conducted by consulting club, IIM Ranchi.