

**Professional Overview:**

- ↳ A dedicated professional with about 6.5 years of experience in **Marketing and Communication**.
- ↳ Good at mapping personal attributes, skills, knowledge, and experience towards achieving business requirements
- ↳ Keen to play vital role in team management, process improvement to achieve self-growth

**Walplast Products Pvt. Ltd**

**MARKETING & COMMUNICATIONS (SR. EXECUTIVE)**

**20<sup>st</sup> Dec 2021 to Present.**

- Developing and Implementing the Digital and Social Media Marketing.
- Monitor market trends, competitor activities to identify opportunities and brand perception.
- Coordination with the PR agency and Spokesperson profiling and interviewing.
- ATL/BTL activities–Media buying from print, outdoor, and radio media.
- Managing events and activations for the brand– National & International.
- Responsible for end-to-end activities right from coordination for stall designs, installations to dismantling and ensuring smooth movement.
- Developing marketing collaterals like brochures, leaflets, product literature, foam folders, and inventory management.
- Managing Dealer Programs, Painter Meet, Counter meet and Initiatives.
- Developing corporate AV /short films presentations.
- Providing the sales team with relevant marketing support in terms of promotional materials, product catalogue, electronic promotions like apps and websites.

**Classic Marble Company Pvt Ltd.**

**MARKETING & COMMUNICATIONS (EXECUTIVE)**

**21<sup>st</sup> May 2018 to 18 Dec 2021**

- Arranging and managing exhibitions and company events at domestic as well as international levels as well as handling the walk-in clients and providing sales support
- Responsible for end-to-end activities right from coordination for stall designs, installations to dismantling and ensuring smooth movement.
- Day to Day coordination with various vendors and with the PR agency on advertising and branding aspects. Dealer branding initiatives
- Developing marketing collaterals like brochures, leaflets, product literature, foam folders, display stands, and inventory management.
- Support and assist management in marketing and PR projects including resources with budget implications
- Achieve agreed performance goals and objectives of role set out by Line Manager and complete any reasonable task given by the Line Manager in a responsible and productive manner
- Coordinate and assist with delivering all agreed marketing strategies and monitor on-going marketing campaigns performance and reporting as directed by the Marketing Communications Senior Manager
- Support the Marketing Communications Manager by developing and implementing promotional activity, collateral, and in-house merchandising as well as maintaining the corporate office and Factory's media library to include video, film, and press coverage archives.

- Promote and support all marketing activities including special conference events, sponsorship opportunities, social campaigns, and exhibitions.
- Monitor and support Marketing Communications Manage all social media activity for the marble whilst supporting departmental initiatives

**SBI General Insurance Company Limited (Executive)**

**10<sup>rd</sup> April 2017 to 18<sup>th</sup> May 2018.**

**Key Deliverables.**

- Preparation of Monthly MIS Reports
- Daily Collection Tracker Format
- MIS – Report maintenance and prepare data as and when required.
- To Process, new business proposals daily efficiently and within the defined TAT. (Turnaround Time)
- Scrutinize the scanned document in wonders and cross-check with the recorded information with Asia.
- Interacting with internal/External customers, addressing their queries, request, and complaints.
- Issuance of Policies & Endorsements.
- Control on Bancassurance production as per TAT (Turnaround Time).
- Preparing Financial Endorsements in the System.
- Issuing Motor, Micro Insurance, Tiny, Health, Long Term Home and Loan Insurance product
- Coordinate with the Underwriter for incomplete details for the preparation of policies.
- Co-ordination with Branches to clear Discrepancies.
- Upfront Complaints Resolution, wherever possible, else escalate wherever required.
- Understand and review existing processes, suggest improving the current processes. Adherence to the IRDA Norms and company policies/ guidelines.
- Quality Control over Properly Policies issued to the clients.
- To ensure smooth functioning & adherence of processes in the Department
- Ensuring High-Level Quality of Service Delivery and Customer Satisfaction.

**HDFC Bank Ltd. (Branch Officer)**

**8th January 2015 to 3rd April 2017.**

**MIS and KYC (Know Your Customer) Analysis**

- Maintaining bank customer portfolio data and analysis of the same to understand financial and banking requirements of the customers
- Preparation of Monthly MIS Reports.
- Compiling & Publishing monthly /quarterly reports
- Preparing data for the team's dashboard and internal reporting
- Maintaining data integrity
- Analyzing Customers Having Multiple Accounts, Cust id's, Different Pan Nos., Group Of Individuals Sharing Common Address / Landline No's/ Mobile No's, Customer Holding Multiple Joint Accounts.
- Analyzing Details Customers Opening New Accounts & Identifying Suspicious Cases.
- Further Cleaning the Data Available for Specific Use Using Various Microsoft Excel Functions Like "Concatenate, VLOOKUP, Pivot Tables, Subtotals, etc."
- Finding Out The Frauds & Errors Done Customers & Contract Sales Executive & Bank Staff.
- Raising the Alerts for Suspicious Accounts.
- Downloading of Data by Using Various Systems of Bank for The New A/C's Opened.
- Mentoring & Supervising New Recruits & Delegating Work among the Term Members.
- Making New Systems Queries to Extract Data for The Bank Wide Reviews.
- Follow Up & Closure of Alerts Raised.

## **Banking Services Distribution**

### **Document Verification Unit**

- Soliciting customers for banking services such as account opening, wealth management, insurance, etc.
- Assisting the existing customers with complaints resolution, banking, and insurance-related queries/complaints
- Verifying All Types of Forms "Saving A/C", "Salary Saving" & "Kids Minor" As Per KYC Norms
- Finding Out the Frauds & Errors Done by Customers & Contract Sales Executive (Case) & Negligence By Branch Staff.

### **Achievements**

- Was identified as the 'Best Performer' in the team, twice
- Captained the team and we were the first runner-up in the Ramniranjan Jhunjhunwala College cricket tournament, the Year 2014

## **EDUCATIONAL QUALIFICATIONS**

---

2016	Master's in business administration (Marketing & Event Management)
2014	Bachelor of Science – Chemistry
2012	National Institute of Information technology (G-NIIT)
2009	H.S.C, G.N. College – Science
2006	S.S.C, G.N. High School

## **PERSONAL DETAILS**

---

- Date of birth – 09th July 1990
- Marital status – Married
- Languages – English, Hindi, Marathi.
- Hobbies – Cricket, Solving numerical puzzles, Reading

The details given in the resume are true and factually accurate to the best of my understanding. References, an available on request.

-----  
**Krishna Kumar R. Yadav**