

Kriti Prakash

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An ardent, detail oriented Customer Success, Operations and Marketing professional. I am driven by intellectual curiosity to find solutions to the most challenging problems. I thrive in an environment that probes me to learn and develop new skills every day. With the business acumen, I look forward to learn and work on how data can be used for deriving business insights for better customer experience and solutions for the business.

Skills: Customer relationship management, Problem Solving, Market Research, Social Media Management, MS PowerPoint and Excel(Advanced), CRM(Microsoft), Tableau, SQL(Intermediate), MongoDB, Forecasting, Regression Analysis, Python(Intermediate), R(Intermediate)

Education

Masters in Business Analytics

Hult International Business School—San Francisco, California

Expected Apr 2021

Subjects: Python, R, Statistics

Master of Science in International Marketing

Aug 2020

Hult International Business School—Boston, MA

- Member: Data Analytics Club and Marketing Club

Subjects: Digital Analytics, Marketing Analytics

Master of Science in Economics, University of Nottingham – Nottingham, U.K.

Dec 2011

Bachelor of Arts in Economics, University Of Delhi, India

Jun 2010

Relevant Experience

GOOVERIO | Boston, USA

May 2020 – July 2020

Intern: As a digital marketing Intern, responsible for managing the website and social media platforms.

- Conducted market research and designed 9 buyers persona, designed multiple templates
- Conducted SWOT, created content for various Social media channels and Website
- Implemented Google Analytics for website, created Hastags, Keywords analysis for improving SEO.

BMW INDIA FINANCIAL SERVICES PRIVATE LIMITED | New Delhi, India

Jan 2016 – Aug 2019

Assistant Manager | Managed portfolio of approximately INR 900 Million delinquent customers PAN India for BMW Leasing, Dealer Financing (B2B), Retail (B2C) and Re-marketing of leased vehicles (Auction). Risk / data analysis for understanding the business needs for improvement in processes.

- Led key corporate relationship portfolio for multi-car lease deals for BMW & Alpha platform (100 deals on average daily). Led a team of 3 members responsible for recovery from delinquent accounts with a recovery rate of 96% on monthly basis.
- Led the in-house sales vertical responsible for distributing sales leads across the dealerships (30% conversion rate). Responsible for lead generation and conversion for revenue generation.
- Loan processing and documentation in line with the existing guidelines for over 200 loan requests. Worked on analyzing, approving and disbursal of vehicle loans.
- Successfully worked on the launch of 2 mobile App for customer service and delinquency which reduced the volume of requests by 40% and quicker resolution TAT of 6hours on average.
- Handled reconciliation of financial transactions INR 30 million which included the data analysis
- Process change initiatives with over 15 process changes proposed and implemented.

CITIBANK NA | New Delhi, India

Jun 2012 – Dec 2015

Senior Executive | Managed relationships with existing clients and processing of cross border transactions for corporate clients by working with the treasury and processing teams along with regular interactions with the compliance and senior management for various approvals..

- Scrutiny and execution of the 200+ service remittance (A-2) requests (External Commercial Borrowing, Overseas Direct Investment, Overseas Branch Remittance, Foreign Currency Transfers (FCTRS))
- Adherence to Foreign Exchange Management Act and Reserve Bank of India (RBI) Guidelines, reporting of Inward remittances to RBI as per the Foreign Direct Investment policies.
- Analyzing clients requirements (Corporate) and providing the best possible solutions which resulted in smooth processing on transactions, revenue generation for the bank with the exchange rate management.

IFCI LTD. | Intern, New Delhi, India

May 2009 – Jun 2009

Intern | Responsible for research work on a project of Micro Finance and preparation of reports

Skills and Achievements

Languages: English (fluent), Hindi (native)

Certifications: Google Analytics, HubSpot Social Media, Action Selling Associate, Introduction to SQL, Introduction to R, Intermediate R, Introduction to Python, Intermediate Python, Postgre SQL

Projects: Developed a game on Python, Data Analysis on Python, Spotify Client Marketing Pitch, IBM Client Attrition and Overtime analysis using SQL, Hadoop and MongoDB, Regression and forecasting for Gaming Industry, Statistical Data Analysis in R