

Sakshi Singh

Location: Mumbai

Email: Sakshi771590@gmail.com

Contact no: 7977112430

I have 1 Year of experience in the Field Insurance & Growth Marketing managing multiple influencers. Marketing plans and tracking performance metrics related to campaign & retention strong communication. This has helped me develop strong communication, marketing & Organizational skills and the ability to work effectively as a team member.

I took a detour in the field of Insurance & Growth Marketing and feel extremely passionately about building and growing a community.

Educational Background

**Mumbai University
GURU NANAK KHALSA
COLLEGE**

Bachelor's Degree in Banking &
Insurance (BBI)

Skills & Proficiencies

Marketing Networking
Budget Management
Relationship Management
Communication Research
Client Consultation
analyzing data
Leadership
Expertise in negotiations

Work Experience

January 2023 to Present

LIC OF INDIA

Oversees the Insurance Client Communication and manage day-today admin operations & maintaining Customer relation, handling different insurance plans, analyzing sale.

Planning & strategize by picking the right client scaling the Sales. Building repository of potential Client & learnings from each complains building relationship with loyal customers to achieve revenue targets with high efficiency in execution of Tasks.

PLUM GOODNESS

Growth Marketing oversees the influencer marketing strategies & maintaining influencer relationship, handling campaigns
Negotiating with agencies & influencers
Partnership with college events.

Objective:

Building and maintaining strong relationships with both individual and business customers.

Act as the main point of contact for customers, addressing inquiries, resolving issues, and providing personalized assistance.

Retention and Growth

Implementing strategies to retain existing customers and prevent attrition. Contribute to the growth of the bank's customer base through effective relationship management and customer acquisition.

Cross-Selling and Upselling:

Promote and cross-sell a variety of banking products and services to meet the diverse financial needs of customers.

Identify opportunities to upsell or introduce complementary products and services.

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Volunteer Work & Expertise

- Excel Skills
- Data analysis
- Sales Skills
- Leadership
- Team Work

CERTIFICATIONS

1. Expert in Excel from GURU NANAK KHALSA COLLEGE
2. Social media & Digital marketing from LANGUAGE NETWORK INSTITUTE
3. Intellectual property Rights from GURU NANAK KHALSA COLLEGE