

PRATIK KUMAR PATNAIK

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MBA – MARKETING MANAGEMENT.

<https://github.com/pratik180298>

OVERVIEW

Analytical organized and detailed-oriented person with a robust academic foundation in management. Proficient in Sales and Marketing, strategic planning, data analysis, and business research. Pursuing analytical roles to leverage expertise in problem-solving and data-driven insights.

EXPERIENCE

**ICICI Bank
Ltd.**

05/2023- Present

DEPUTY MANAGER

- Provided ongoing mentorship to junior bankers, fostering their professional growth in sales techniques and customer relations management.
- Contributed to the development of marketing strategies aimed at increasing awareness of bank products and services within the regional branch level.
- Optimized portfolio growth by identifying potential investment opportunities for HNI clients through market trends analysis.
- Enhanced client retention rates by proactively following up and promptly resolving account concerns.
- Generated new business by conducting comprehensive financial needs assessments and recommending tailored products to clients.
- Business Development, B2b B2c Marketing, Handling Key clients and client acquisitions.

AMUL

05/2022 - 07/2022

**Marketing Research
Intern.**

- Presentation & Daily Report: Regularly delivered presentations and compiled daily reports to communicate progress and outcomes effectively.
- Social Media Promotions: Developed and executed social media promotion strategies to enhance brand visibility and engagement.
- Team Management & Sales Generation: Provided leadership in team management while focusing on driving sales generation through strategic planning and execution.

PROJETS UNDERTAKEN

- A Study on Consumer Buying Perception towards Amul A2 milk in Pune City.
- Survey of Why Harley Davidson Left India.

EDUCATION**Sri Balaji University, Pune****2021 - 2023 Master Of Business Administration - Marketing**

- Problem Solving, Teamwork, Leadership, Time Management, Organization Strategy, Growth and Innovation.

Bangalore University – Aims Institute, Bangalore

2016 - 2020 Bachelor of Hotel Management.

CERTIFICATIONS

- Data Visualization in Excel- Coursera
- Visualization with Tableau- Coursera
- Market Research and Consumer Behavior - Coursera
- MBA Statistics – Coursera International b2b Marketing
- Entrepreneurship – Aims Institutes

SKILLS

- Marketing Research, Power BI and Tableau Basic
- Data Analysis, Advance Microsoft Skills
- Business Growth and optimization
- Customer Relationship Management CRM, B2b & B2c marketing
- Product Management and Marketing
- Client Acquisition and Handling
- Lead Generation, Business Development, Leadership.

LANGUAGES

- English, Hindi and Odia.