

# Nikita Roy

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Key Account Manager with 2.2 years' experience in HDFC bank Limited with a strong background playing a vital role in the development, management, growth, and retention of key accounts of corporate clients. Service centric leader dedicated in fueling revenues, enhancing client experience, and achieving top brand loyalty.

PGDM (marketing and finance) having specialization in sales, merchandising, and marketing operations.

## Professional Summary:

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- An effective communicator with strong analytical, logical, and interpersonal skills to relate to people at any level of business; quick learner with the expertise to work under pressure and meet deadlines.
- Knowledge of monitoring portfolio performance of clients to ensure compliance with statutory requirements laid by acts governing banking regulations
- A proactive learner with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives based on profitability standards.
- Extensive experience at organizing a wide range of activities and services to offer effective customer relationship management.

## Core Competencies:

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- Portfolio management.
- Business Analysis.
- Product and services optimization.
- Strategic Management.
- Sales Operations.

## Work Experience:

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- Deputy Manager at HDFC Bank Ltd., Bengaluru May'19-Present Key Result Areas:
- Providing digital payment solutions on collections to corporate to migrate from cash to digital.
- Primary research, analytic & bench marking for customer insights design marketing strategies and contribute to product enhancement via User stories submission.
- Ensure accelerated portfolio growth by joint initiatives along with various cross functional teams: Product, Marketing and Operations
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- Focus on acquiring merchants in e-commerce space for digital payment solutions as well as managing to provide merchant acquiring services.

- Alliance with Merchants & Partners to drive engagement campaigns and tactical sales to drive revenue growth.
- Vendor management for smooth operations, merchant on boarding, customer experience management and end to end fulfillment of other merchant requirements, hence scaling up the affordability.

## Technical Skills:

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- Software: CRM, Tableau, Power BI
- Programming Language: SQL
- Certification: NISM-Mutual Fund, IRDA
- Tools: Google Analytics, MS Office

## Internship:

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- Undergone 2 Months Summer Internship in Sales Promotion Activities, Sourcing Lead and to understand retail branch banking operations at HDFC Bank Ltd. Bengaluru. On completion of the internship received a pre placement offer from HDFC Bank Ltd. on August'18

## Academic Details:

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- PGDM (Marketing & Finance) from BITM, Sri Balaji University, Pune, 2019
- B.COM (Taxation) from GS College of Commerce &
- Economics

## Achievements:

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- Awarded for qualifying twice into SPARTANS for target achievement on investment January'21.
- Recognized as CA champion for sourcing highest no. of corporate accounts in South-2 circle on Dec'19.
- Acknowledged for a strong contribution towards branch achievement of Life Insurance Target on August'20.
- Recognized for participation in the Research and Corporate Relations Team, from Apr'18-Mar'19.
- Completed a comprehensive performance-based Leadership Development Program by Aspiring Minds, Pune, in 2018.