

# IPSITA CHARIT

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## PROFESSIONAL SUMMARY

Detail-oriented and analytical aspiring Associate Analyst with an MBA in Finance & Marketing, passionate about building a career in KYC and AML compliance. Well-versed in the concepts of financial analysis, regulatory frameworks, and fraud risk assessment through academic projects and internships. Strong understanding of client verification, suspicious activity indicators, and compliance workflows. Proficient in data analysis, transaction monitoring, and KYC due diligence, with a keen interest in enhancing compliance efficiency. Skilled in Microsoft Excel, CRM systems, and regulatory reporting. Dedicated to financial crime prevention and continuous learning in the field of risk management.

## SKILLS

- MS Office
- Advanced Excel
- SEO
- Google Analytics
- Competitor Analysis
- Financial Risk Analysis
- CRM Software
- Data Analysis
- Market Research
- Project Management
- Time Management
- Team Collaboration
- Communication
- Strategic Thinking

## EDUCATION

- MBA in Marketing and Finance** 2024  
Institute of Engineering and Management: IEM, DGPA: 8.99 /10
- Bachelor of Science in Economics Honours** 2021  
Narasinha Dutt College: University of Calcutta, Marks: 72%

## EXPERIENCES

- IFortis Worldwide**, Marketing & Sales Associate, Bangalore, India 01/2025 – 03/2025
- Conducted market research & competitor analysis, identifying 15+ strategic insights to support business decisions.
  - Executed customer profiling & segmentation to enhance lead generation efforts, resulting in a 12% increase in qualified leads through targeted outbound prospecting.
  - Planned and executed targeted digital marketing campaigns across Google Ads and social media platforms by leveraging customer profiling and segmentation, resulting in a 20% increase in website traffic and a 12% boost in qualified leads.
- Kreeti Technologies Pvt. Ltd**, Digital Marketing Intern, Kolkata, India 06/2023 - 07/2023
- Monitored Google Analytics and CRM platforms to extract actionable insights, optimising campaign performance and enhancing customer risk assessment accuracy.
  - Conducted market research & financial data collection, leading to a 25% improvement in data accuracy.
- Coal India Ltd**, Finance Intern, Kolkata, India 12/2022 – 01/2023
- Conducted financial analysis & risk assessment, improving documentation efficiency by 10%.
  - Assisted in KYC verification & regulatory compliance processes, ensuring 100% accuracy in customer data.
  - Analysed financial statements & business transactions, identifying potential anomalies & risk factors.
  - Performed GST filing & ratio analysis, ensuring compliance with financial regulations.

## CERTIFICATIONS

- SEO Fundamentals**, SEMrush 2025
- Marketing Communication**, LinkedIn Learning 2024
- Portfolio and Risk Management**, Coursera 2023