

ARCHANA KUMARI



SUMMARY

Experienced in sales and marketing at an insurance company, leveraging MBA specialization in marketing. Skilled in developing successful brand awareness strategies and proficient in market research techniques, gained through internships with leading companies.

EXPERIENCE

Senior Financial Service Manager, 06/2023 – 01/2025 **ICICI Prudential Life Insurance - Muzaffarpur, India**

- Engage with potential customers to generate new business
- Explain plan benefits added needs, and provide tailored solutions
- Conduct pre-fixed appointment provided by the company for sales visits
- Explain plan benefits, assess customer needs and convert leads to sales
- Additionally, self-source customer leads from natural market to effectively sell life insurance products
- Maintain data integrity ensure achievement of business targets as per goal sheet requirements
- Utilize strong customer relationship management skills to maintain positive customer relations effectively manage customer concerns and provide optimal solutions in a timely manner.

Summer Marketing Intern, 06/2022 - 07/2022 **Varun Beverages Ltd. - Muzaffarpur, India**

- Conducted market survey of high-selling Pepsi products and compared them with Coca-Cola products.

Intern, Business Development, 03/2022 - 04/2022 **Shriram Life Insurance**

- Sold life insurance products, maintained customer relationships, and educated clients about insurance benefits

Intern, Business Development, 03/2020 – 04/2020 **Extramarks**

Business development through inside sales

CONTACT

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SKILLS

- Business Development
- Investment Management
- Market Research
- Customer Relationship Management
- Sales and Marketing
- Marketing Strategy
- Decision Making

EDUCATION

MBA, Marketing, 07/2023
LN Mishra College of Business
Management - Muzaffarpur

BBA, Marketing, 07/2021
RDS College – Muzaffarpur

CERTIFICATIONS

- Advance Diploma in Computer Application (ADCA)
- Digital Marketing Fundamentals

LANGUAGES

- English
- Hindi