

# DEEPAK VERMA

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## PROFILE

Highly skilled and dedicated professional with expertise in Customer Due Diligence (CDD) and Transaction Monitoring, specializing in Anti-Money Laundering (AML) and Know Your Customer (KYC) review and investigation. Demonstrated success in conducting in-depth analyses and investigations to prevent financial crimes. Proficient in utilizing advanced analytical tools to identify suspicious activities and ensure regulatory compliance. Skilled in preparing detailed reports to provide actionable insights for informed decision-making.

## EDUCATION

### IGNOU

MBA - Master of Business Administration

New Delhi, India

*Graduation Date: Aug 2024*

### DELHI UNIVERSITY

M.COM - Master of Commerce, University of Delhi

New Delhi, India

*Graduation Date: Aug 2022*

### DELHI UNIVERSITY

B.COM (H) - Bachelor of Commerce

New Delhi, India

*Graduation Date: Aug 2018*

## WORK EXPERIENCE

### GENPACT

Gurgaon, Haryana

#### Business Analyst

*Feb 2024 - Present*

- Collaborated closely with the Transaction Monitoring System (TMS) team in partnership with the client Coinbase to proactively prevent financial crimes facilitated through cryptocurrency transactions.
- Accountable for meticulously monitoring all transactions and user details associated with Coinbase accounts, scrutinizing buying and selling activities to ensure compliance and identify potential illegal or illicit behaviour.
- Implemented stringent measures to prevent money laundering and illicit activities among customers, including decisive actions such as Mandatory Account Closure (MAC) and filing Suspicious Activity Reports (SAR) when suspicious activities are detected based on thorough investigative findings.
- Demonstrating leadership by overseeing and supporting the development of associate and senior associate team members. Managing the workflow effectively, allocating resources and offering support to optimize team performance and achieve objectives.

### ADYOGI - Marketing Agency

Gurgaon, Haryana

#### Senior Digital Marketing Associate

*Jan 2023 - Feb 2024*

- Developed and applied strategic and digital marketing plans and eCommerce activities focusing on driving acquisition and conversion. Worked directly with the company's clients, managing their Google Ads and Facebook Ads Manager accounts.
- Analyzed and managed the total monthly budget of clients in their respective campaigns and optimized daily and reported performance to clients.

### NATWEST GROUP - ROYAL BANK OF SCOTLAND

Gurgaon, Haryana

#### Senior Analyst

*Apr 2020 - Jan 2023*

- Gathering customer business data and undertaking research on ownership structure to detect and review ultimate beneficiary owner (UBO) and performing AML/KYC checks accordingly.
- Reviewing transaction alerts, spotting inconsistencies and escalating accounts with financial crime concerns.
- Evaluated the nature of businesses under review, assessing their activities and operations to identify any red flags or potential areas of concern.

- Reviewed transaction patterns and behaviours to detect anomalies or suspicious activities, contributing to the prevention of financial crimes such as money laundering or fraud.
- Responsible for training the new joiner on the banking process and guiding & supporting them.

**NATWEST GROUP - ROYAL BANK OF SCOTLAND**

Gurgaon, Haryana

*Oct 2018 - Apr 2020*

**Operational Analyst**

- Investigate customer complaints and queries through Appropriate tools and applications and communicate the findings, corrections, and the most viable suggestions to each customer through letter or email within the stipulated time periods.
- Conducted thorough Customer Due Diligence (CDD) assessments to ascertain the ownership structure of businesses, ensuring compliance with regulatory standards.
- Thoroughly and concisely documented the research and analysis related to the financial crime activity of entities and individuals for an audience that includes management, regulators, internal audits, and compliance.
- Assisted in the digital transformation of a process to send Communication to customers via E-mail.