

ANIKET RAJ

Associate

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Summary

“Aspiring AML/KYC Analyst with hands-on experience in client on-boarding, KYC verification, and compliance operations at JM Financial Services. Skilled in Customer Due Diligence (CDD), Enhanced Due Diligence (EDD), sanctions screening, and regulatory reporting. Certified in AML/KYC and Mutual Funds Distribution (NISM VA), with knowledge of compliance tools such as Fircosoft and Actimize.”

Skills

AML Compliance: CDD, EDD, Transaction Monitoring, Sanctions & PEP Screening and STR/SAR Preparation

Regulatory Knowledge: SEBI, RBI, FATF, PMLA and FATF Guidelines

Tools: Advanced MS Excel, Basic Knowledge of Compliance Tools like Fircosoft and Actimize

Soft Skills: Attention to Detail, Confidentiality Handling, Communication, Time Management, Team Collaboration

Experience

Management Trainee

June 2025 – Oct 2025

Jm Financial Services

- Generated leads through Various Channels and scheduled meetings with potential distributors for empanelment.
- Handled on-boarding and documentation for Independent Financial Advisors (IFAs), ensuring smooth registration and compliance.
- Coordinated with internal departments to ensure adherence to regulatory guidelines and timely investment processing.
- Maintained audit-ready documentation for compliance checks.

Sales And Marketing Intern

July 2023 – Oct 2023

Hindustan Unilever Limited

- Managed customer interactions and provided support to enhance satisfaction and drive sales for Pureit Water purifiers
- Executed Below the Line (BTL) activities, including in-store promotions and Point of Purchase (POP) strategies, to boost product visibility and sales.
- Coordinated Trade Marketing efforts, ensuring effective shelf space activation and optimal product placement.
- Conducted retail operations, including inventory management and stock replenishment, to maintain product availability and meet sales targets.

Projects

Customer Development Function | Sales

July 2023 – Oct 2023

- Conducted 100+ hours of in-store observations and competitive analysis to identify critical points of friction in the customer journey; findings were incorporated into training materials.
- Gained hands-on exposure to personal selling techniques, product placement, and trade promotion activities across FMCD retail outlets.
- Developed strong communication and relationship-building skills while interacting with retailers and field sales teams, enhancing market understanding and customer insight.

Awards & Certifications

- **NISM VA Mutual Fund Distribution – NISM (2024):** Learned the fundamentals of mutual funds, including types, structure, NAV calculation, and investor suitability, with an understanding of regulatory frameworks and distributor responsibilities.
- **AML/KYC Certification (Udemy) – 2025:** Understood the basics of KYC procedures, AML laws, stages of money laundering, and the role of financial institutions in risk mitigation and compliance.
- **Top Performer in Lead generation activity – 2025, Gravity Engineering Services:** Generated highest Leads for Partnership through Various Channels like Email Marketing, Linked in Outreach and Cold Calling.

Education

MBA Integrated (BBA+MBA)

Finance and Marketing

Graduated: 2025

Doon Business School, Dehradun (CGPA: 7.4 / 10)

Coursework includes Financial Regulations, Compliance Management, and Risk Mitigation