

AKASH SINGH

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Muzaffarnagar, Uttar Pradesh

WORK EXPERIENCE

ESAF BANK

JUNE 2024 - Present

Executive trainee

- Provided tailored financial solutions to customers, managed their portfolios, and guided them in wealth management to help them achieve their financial goals.
- Supported client onboarding and KYC reviews for a banking client.
- Ensured compliance with regulatory and internal standards, maintaining a high accuracy rate.
- Coordinated with client-facing teams to resolve issues proactively and improve client experience.
- Built and nurtured strong relationships with branch customers by delivering exceptional service, ensuring customer satisfaction, and enhancing loyalty.
- Created and suggested marketing strategies for banking products and services after thoroughly analyzing regional market potential and competitor activities.
- Ensured strict adherence to the bank's policies, guidelines, and regulatory requirements to maintain operational integrity and compliance.
- Assisted the Branch Head in managing day-to-day branch activities, ensuring seamless operations and efficient service delivery.

KEY SKILLS

- Client Lifecycle Management (KYC, Onboarding, Periodic Review, Offboarding), Financial Crime Risk Management & Compliance
- Business Advisory & Consulting: Business Process Analysis, Strategic Recommendations, Client Needs Assessment
- Market Research: Competitor Benchmarking, SWOT, Customer Segmentation
- Business Analysis: Portfolio Advisory, Risk Assessment, Compliance, Revenue Optimization
- Campaign Management: Strategy, Execution & ROI Optimization
- Analytics & Tools: Google Analytics, Meta Ads, Excel (Dashboards), Tableau, Power BI, SQL
- CRM & Marketing Tech: HubSpot, Zoho CRM, Mailchimp, WebEngage
- **Communication & Consulting** : Community Engagement, Survey Design & Implementation, Stakeholder Reporting, Verbal & Written Presentation
- **Technology**: Excel, Python, Power BI, SPSS, SQL, Data Analysis & Visualization.

EDUCATION

MBA (Finance,Marketing), Chandigarh University (2022–2024)

- PwC GST & Taxation Executive Professional Program Session: June 2023- July 2023
- Work with Happy mind as a marketing intern
- Impact of GST on consumer durable good (**Project**)
In this project we collect data about GST after the implementation and what impact GST
- Completed a capstone **project** focused on entrepreneurship, showcasing innovative business strategies, market analysis, and problem-solving skills. The project emphasized real-world application, strategic planning, and the development of a sustainable business model.
- Market research **project** where we connect with customer to know about their like dislike and preferences.

B.E. Computer Science, Chandigarh University (2016–2020)

- Traffic Monitoring System (**Project**) - In this project we monitor the traffic easily to find the proper solution related to traffic we use python in this project.
- CCNA routing and switching course from cisco session: 2018.

CERTIFICATIONS

- Business Analysis & Process Management – Coursera
- Strategic Management for Competitive advantages certificate from NPTEL Production and operation management certification from NPTEL (April 2023)
- Successfully completed and earned a Python certification from LearnX, demonstrating proficiency in programming concepts and problem-solving skills.
- Google Digital Marketing Fundamentals