

ANISH KUMAR

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Detail-oriented & passionate banking professional with a strong foundation in marketing, sales, human resources, banking operations and compliance. Currently working as a Deputy Manager Grade I at ICICI Bank. I specialize in relationship management, renewal business, inside sales and lead generation.



Profile Summary

- Customer-centric strategies, market segmentation, and trend forecasting to support strategic planning and business development initiatives through CRM
- Achieving incremental in revenue through strategic account management
- Developing process for customer relationship management and revenue optimization
- Proven expertise in acquiring and onboarding high-value customers
- Consistently achieved monthly business and revenue targets
- Building relationships to increase retention rate and also do Cross-selling & Up-selling to increase overall revenue

Technical Skills

- Data Analysis & Visualization:** MS Excel, Data Collection, Market Trend Analysis
- Lead Generation Tools:** LinkedIn Sales Navigator, CRM
- Digital Tools & Reporting:** Google Analytics, Canva

Work Experience

March 2025 -Aug 2025 | ICICI Bank, Rajasthan| Branch Banking

Key Result Areas:

- Acquisition and onboarding of high value customers (HNI/ SME Clients)
- Partnered with internal teams to evaluate customer requirements and market opportunities, contributing to product development and go-to-market planning.
- Portfolio Management of existing customers satisfaction and wallet share
- Achieved and exceeded monthly revenue and business targets (CASA growth, insurance penetration, asset book expansion)
- Ensured compliance with KYC, AML, and all regulatory norms during onboarding and servicing.
- Built strong customer relationships through regular follow-ups, financial advisory and prompt issue resolution.
- Coordinated with internal departments (operations, credit, legal) to ensure seamless service delivery.

May 2023 – June 2023| Reliance Retail, Patna | Sales Trainee

Key Result Areas:

- Assisted in achieving daily and weekly sales targets through effective customer engagement and up selling/cross selling.
- Mentioned in-store visual merchandising as per brand standards to enhance customer experience.
- Collected and analyzed customer feedback to identify improvement areas in service delivery.
- Participated in promotional campaigns and seasonal offers to increase footfall and conversion rates.

Core Competencies

- Customer Relationship Management
- Branch Operations Management
- Lead Generation Strategy & Client Acquisition
- Customer Need Assessment & Consumer Behavior Analysis
- Market Segmentation & Opportunity Mapping
- Market Insights & Business Opportunity Identification
- Business Development & Revenue Generation
- Problem Solving & Decision Making
- Business Development Support & Client Engagement
- Customer service excellence
- Compliance & risk management

Certifications

- Google |The Fundamental of Digital Marketing
- NISM VA | National Institute of Securities Markets

Education & Credentials

- 2024 | PGDM | Jaipuria Institute of Management, Indore
- 2020 | B.COM | L.N.M.U
- 2017 | Class XII | St. Paul senior secondary School (CBSE)
- 2015 | Class X | Central Public School (CBSE)

Soft Skills

- Collaborative Teamwork
- Advanced Time Management
- Exceptional Interpersonal Skills
- Leadership Competence
- Effective Decision-Making
- Analytical Problem-Solving
- Critical Thinking