

# Puja Tomar

Defence enclave sector 44, Noida

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Detail-oriented and aspiring professional seeking a challenging position in organization to leverage my research and analytical skills and solving complex problems with the ability to deliver insightful and practical solutions.

## EDUCATION

Name of course	Year	College/School	GRADE
B.com (H)	2023	Sri Venkateswara College, Delhi University	CGPA= 7.986
AISSCE (Class XII)	2020	Army Public School, Noida	90%
AISCE (Class X)	2018	Army Public School, Mamun Cantt	89.8%

## WORK EXPERIENCE

### Willis Towers Watson Public Limited Company [Aug 23 - Dec 24]

#### Advisor - Client Due Diligence

- Assist in conducting client validation & due diligence KYC checks screening across regions including North America, EMEA (Europe, Middle East & Africa), APAC, and Latin America.
- Proficient in the usage of Tools like Dun & Bradstreet, Bureau van Dijk, **Factiva**, Advanced Google Search, **Bloomberg**, Mint global.
- Reviewing the new reports of an organization and their Board members, to assess **AML** involvement, **Sanctions** touch point, PEP, **adverse media**, sanction screening etc.
- Identifying and obtaining information on various sanctioned entities including individual and organizations from **OFAC**, **EU**, **DFAT**, **UNSC**, etc.
- Managed complex **remediation projects** across UK, LATAM, and APAC, handling **700+ Danish entities** within a **3K+ entity project and screening 500+ Panama clients in a month deadline**.
- Conducted thorough **UBO screening** and **sanction screening** as part of the AML/KYC process, ensuring compliance with regulatory standards and enhancing risk assessment protocols. Identify **beneficial ownership structures** and setting them up for screening.
- Perform Third Parties Due Diligence checks which includes Sanctions Screening, Adverse Media and Licensing checks under the Anti-Corruption/Anti Bribery Acts.
- Screen **individuals**, **vessel** checks and **entities** against global sanction lists issued by OFAC, EU, UN.
- Conducted reviews in accordance with the compliance policies, highlighting potential breaches to the onshore compliance teams.
- Experience with Anti Money Laundering concepts, has good exposure to AML laws especially US Patriot Act, Bank Secrecy Act, POCA 2002, PMLA 2002.

## INTERNSHIPS

### Prakritiaan Millet Pvt Ltd (April – July 2025)

(a pioneering startup at the forefront of revolutionizing the millet sector)

#### Market Research Intern

- Conducted in-depth market research to identify trends, opportunities, and consumer preferences in the millet industry.
- Performed SWOT analysis and competitor benchmarking to support strategic decision-making.
- Deciding on entry strategies, competitive landscape, and product positioning.
- Proposed actionable recommendations for new product development and market entry strategies.
- Analysed cost structures and profitability for potential millet-based products. Researched and evaluated target customer groups for effective marketing positioning.
- Conducted detailed market analysis for Germany and Nepal to assess export potential.
- Reviewed company's website and social media to identify content and engagement. Devising marketing strategies.

### To- Let Globe (February 2025 - April 2025)

(To- Let Globe is a trusted rental management platform)

### **Business Strategy Intern**

- Assist in the development and execution of business strategies and plans.
- Collaborate with cross-functional teams to ensure alignment with organizational goals and objectives.
- Track and analyse key performance indicators (KPIs) to assess the effectiveness of implemented strategies, deciding on **entry strategies, competitive landscape.**
- Prepare regular reports and presentations for senior management, highlighting progress and areas for improvement.
- Support project planning and execution, ensuring timely delivery of strategic initiatives.
- Contribute to team meetings and brainstorming sessions with innovative ideas and solutions.

### **ACADEMIC ACHIEVEMENTS AND AWARDS**

- Awarded the scholarship by Uttar Pradesh Purva Sainik Kalyan Nigam Ltd for excellence in Academics.
- Awarded APSN Academic award and cash prize for excellence in Accountancy (2020)
- Scored 358 in **CMA foundation** (89.5%) (December 2021)- Exemptions in all Four Subjects.
- Won Cover Designing Magazine of Comercio for Kirori Mal College, Delhi University (2023)
- Finalist (Top Teams), **X-Factor Strategy Case Competition** conducted by **XLRI Jamshedpur** (2025)

### **OTHER INFORMATION**

#### SKILLS

##### Technical Skills:

| Microsoft Word | Microsoft PowerPoint | Microsoft Excel | Microsoft Visio | Written Communication |

##### Personal Skills:

Team Work | Problem solving | Communication and Presentation Skills | Motivated | Time Management