

## SUMMARY

- Banking and marketing operations** expert with 7+ years of experience across Banks and media.
- Adept at building **strategic partnerships** with financial institutions, vendors and public-sector bodies.
- Proven ability to lead **marketing initiatives** across ATL and BTL channels — ideation to execution.
- Demonstrated strength in data **analysis**, cross-departmental coordination, and digital content creation.
- Experienced in high-impact **fieldwork**, capable of **managing relationship** expansion pan-India.

## PROFESSIONAL EXPERIENCE (7 YEARS 2 MONTHS)

Amar Ujala Limited		Senior Manager	November 2024 – Present (8 months)
Role	<ol style="list-style-type: none"> <li>Created <b>integrated campaigns</b> (print + on-ground + digital) for clients; roles included <b>ideation, budgeting, and execution</b>.</li> <li>Developed industry specific B2B <b>client pitches and communication plans</b>.</li> <li>Liaised with <b>vendors and sponsors</b> for activation campaigns and expos in UP.</li> </ol>		
Aryavart Bank		Manager	August 2019 – October 2024 (5 years 2 months)
Role	<ol style="list-style-type: none"> <li>Implemented <b>UPI and IMPS reconciliation</b> in the Bank (July'23)</li> <li>Handled reconciliation and disputes for entire Bank's alternate delivery channels viz. <b>ATM, UPI, IMPS and POS</b>. (Since July'22)</li> <li>Coordinated the marketing teams deployed in Bank's entire service area for growth in the Bank's <b>retail product portfolio</b> and <b>third party insurance business</b> (Jul19-Jun22)</li> </ol>		
Achievements	<ol style="list-style-type: none"> <li><b>Deputation at Bank of India Head Office, BKC, Mumbai (July'22 to Oct'24)</b> <ul style="list-style-type: none"> <li>Implemented <b>UPI and IMPS reconciliation and dispute handling</b> systems for the <b>very first time</b> in the Bank.</li> <li>Led dispute handling and <b>ensured no Ombudsman penalties</b> on the Bank.</li> <li>Handled launching of various <b>new products</b> like contactless cards, Debit Card management system, Green PIN, etc.</li> </ul> </li> <li><b>Marketing Team at Aryavart Bank's Head Office, Lucknow (Aug'19 to Jun'22)</b> <ul style="list-style-type: none"> <li>Oversaw marketing operations across 22 regional offices, driving a <b>38% rise in retail loans</b> and <b>64% growth in insurance income</b> (FY'22).</li> <li>Led a <b>4x increase in IRDAI-certified Specified Persons</b></li> <li>Implemented reconciliation systems that <b>recovered ₹34 lakh in unpaid commissions</b>.</li> </ul> </li> </ol>		
Idea Cellular Limited		Management Trainee	July 2016-October 2017 (1 year 4 months)
Role	<b>Managed</b> a territory for idea cellular and <b>drove the overall growth</b> of the company as a whole		
Achievements	<ul style="list-style-type: none"> <li>Despite the tough competitive landscape, <b>raised the customer market share</b> for Idea cellular in my territory <b>from 17.83% to 19.60%</b> over a period of four months</li> <li>Successfully <b>led a team of 14 distributors, 17 executives and 6 promoters</b>, guiding and helping them earn more incentives</li> <li>Facilitated the <b>spread of acquisition and revenue generation</b> throughout the width of the territory by <b>increasing the retail participation</b> in customer acquisition and sale of data recharges, in a <b>largely rural territory</b></li> <li>Maintained a <b>highly responsive team</b> that quickly and <b>efficiently communicated</b> the ever-changing schemes in telecom sector, thus maintained the <b>highest unlimited recharge count</b> as well as <b>customer reverification count</b> in my zone amongst <b>28 colleagues</b></li> </ul>		



## Summer Internship (MBA)

Flipkart Internet Private Limited	Retail	Apr'15 - Jun'15
<b>Project Title</b>	<b>Indian Books Market Landscape Study and Flipkart Positioning Roadmap</b>	
<b>Methodology</b>	Conducted the <b>study</b> of the entire <b>books' value chain</b> and the <b>dynamics</b> associated with the Indian Book Industry	
<b>Learning</b>	Projected <b>long term trends</b> on the key parameters viz. product, pricing, channel and promotion. Used the findings from the above to formulate <b>Flipkart's strategic roadmap</b> for the future	

## CERTIFICATIONS

2023	Certified Associate of Indian Institute of Bankers (CAIIB)	Indian Institute of Banking and Finance
2022	Junior Associate of the Indian Institute of the Bankers (JAIIB)	Indian Institute of Banking and Finance

## ACADEMIC PROFILES

2016	MBA(IB)	Marketing (Major)	Indian Institute of Foreign Trade	2.99/4.33
2014	B.Tech	Electronics and Instrumentation	Institute of Engineering and Technology, Lucknow	73.74%
2009	XII (I.S.C)	Science	CMS Chowk, Lucknow	91.20%
2007	X (I.C.S.E)	NA	CMS Chowk, Lucknow	93.20%

## ACHIEVEMENTS & ACTIVITIES

<b>Academic</b>	<ul style="list-style-type: none"> <li>Awarded <b>Certificate of Merit</b> by NCERT for qualifying the <b>National Talent Search Examination 2007</b></li> </ul>
<b>Extra Curricular</b>	<ul style="list-style-type: none"> <li>Assisted in <b>successful organization</b> of <b>Run for Women Safety</b>-for its maiden time-at IIFT Delhi (2015)</li> <li><b>Successfully</b> organized the singing event <b>SWAR</b> at Quo Vadis-the annual management and cultural festival of IIFT (2015)</li> <li><b>Winner</b> in <b>Astronomy Quiz</b> at Quanta 2007, the annual fest of CMS Chowk, Lucknow (2007)</li> <li>Awarded <b>Highly Commended</b> certificate by the <b>Central Council of the Royal Commonwealth society</b> in its essay writing competition, "Write Around the World" (2006)</li> <li><b>Runner-Up</b> in the <b>Science Drama</b> festival organized by the Regional science Centre, Lucknow (2005)</li> </ul>

## PROJECTS & PAPERS

<b>Live</b>	<ul style="list-style-type: none"> <li>Successfully completed a live project for <b>Flipkart</b> in the <b>Mobile Marketing Domain</b></li> <li>Developed an <b>engagement strategy for app users</b> to ensure <b>stickiness to the app</b></li> <li>Conducted an extensive analysis to find out <b>opportunities for the e-commerce sector due the growing mobile phone penetration in India</b>, as a part of the project for the international marketing management course</li> </ul>
<b>Academic</b>	<ul style="list-style-type: none"> <li>Submitted a final year Project on <b>Data Acquisition System For ECG Monitoring</b> as a part of B.Tech course</li> </ul>

## POSITIONS OF RESPONSIBILITY

CMS Chowk, Lucknow	College Captain	2008-09
<ul style="list-style-type: none"> <li>Successfully <b>organized various school events</b>, namely, Teacher's Day, Open day and fundraising event for the school fest Quanta</li> </ul>		

## TRAININGS & INTERNSHIPS

Doordarshan Kendra, Lucknow	Industrial Training	June- July 2013
<ul style="list-style-type: none"> <li>Trained for 4 weeks at DDK Lucknow, learnt about the <b>production, editing and transmission</b> of TV programs</li> </ul>		

## OTHER INFORMATION

- Passionately followed astronomy since school level
- A great fan of the Awadhi cuisine