

SUMMARY

1. **Banking and marketing operations** expert with 7+ years of experience across Banks and media.
2. Adept at building **strategic partnerships** with financial institutions, vendors and public-sector bodies.
3. Proven ability to lead **marketing initiatives** across ATL and BTL channels — ideation to execution.
4. Demonstrated strength in data **analysis**, cross-departmental coordination, and digital content creation.
5. 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 | 1. Created integrated campaigns (print + on-ground + digital) for clients; roles included ideation, budgeting, and execution . 2. Developed industry specific B2B client pitches and communication plans . 3. Liaised with vendors and sponsors for activation campaigns and expos in UP. | | |
| Aryavart Bank | | Manager | August 2019 – October 2024 (5 years 2 months) |
| Role | 4. Implemented UPI and IMPS reconciliation in the Bank (July'23) 5. Handled reconciliation and disputes for entire Bank's alternate delivery channels viz. ATM, UPI, IMPS and POS . (Since July'22) 6. Coordinated the marketing teams deployed in Bank's entire service area for growth in the Bank's retail product portfolio and third party insurance business (Jul19-Jun22) | | |
| Achievements | 1. Deputation at Bank of India Head Office, BKC, Mumbai (July'22 to Oct'24) <ul style="list-style-type: none"> Implemented UPI and IMPS reconciliation and dispute handling systems for the very first time in the Bank. Led dispute handling and ensured no Ombudsman penalties on the Bank. Handled launching of various new products like contactless cards, Debit Card management system, Green PIN, etc. 2. Marketing Team at Aryavart Bank's Head Office, Lucknow (Aug'19 to Jun'22) <ul style="list-style-type: none"> Oversaw marketing operations across 22 regional offices, driving a 38% rise in retail loans and 64% growth in insurance income (FY'22). Led a 4x increase in IRDAI-certified Specified Persons Implemented reconciliation systems that recovered ₹34 lakh in unpaid commissions. | | |

| Idea Cellular Limited | | Management Trainee | July 2016-October 2017 (1 year 4 months) |
|-----------------------|--|--------------------|--|
| Role | Managed a territory for idea cellular and drove the overall growth of the company as a whole | | |
| Achievements | <ul style="list-style-type: none"> Despite the tough competitive landscape, raised the customer market share for Idea cellular in my territory from 17.83% to 19.60% over a period of four months Successfully led a team of 14 distributors, 17 executives and 6 promoters, guiding and helping them earn more incentives Facilitated the spread of acquisition and revenue generation throughout the width of the territory by increasing the retail participation in customer acquisition and sale of data recharges, in a largely rural territory Maintained a highly responsive team that quickly and efficiently communicated the ever-changing schemes in telecom sector, thus maintained the highest unlimited recharge count as well as customer reverification count in my zone amongst 28 colleagues | | |



Summer Internship (MBA)

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

CERTIFICATIONS

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|------|---|---|
| 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

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

PROJECTS & PAPERS

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

POSITIONS OF RESPONSIBILITY

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

TRAININGS & INTERNSHIPS

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

OTHER INFORMATION

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