

ABOUT ME

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3 years of experience in Product Marketing, Strategy, Corporate Sales across public and private domain, seeking to leverage my leadership, communication and technical skill as a Product Manager.

EXPERIENCE

Canara Bank | Marketing Officer

Nov 2019-Apr 2022

- Managed entire spectrum of Marketing initiatives for - **B2C lending segment** in Pune sub-region.
- Collaborated with MIPD and operations teams to **create value props document** to be implemented in campaigns
- Recommended strategic initiatives based on **quarterly VoC**(Voice of Customer) reports.
- Prepared and distributed weekly reports and **PowerBI dashboards** to high-impact stakeholders.
- Delivered **business presentations** to CFOs and promoters of my assigned enterprises and achieved penetration objectives.
- Created detailed documentation explaining **Product personas and user stories** for Canara Sathi (Credit card servicing app).

Achievements

- Increased revenue by **14% (YoY)** for Premium housing segment, by optimizing acquisition channels.
- Delivered on key customer satisfaction metrics for a portfolio of **7+mid-corporate clients**, having turnover of more than 500Cr.
- Led a 12-member team, marketing to Government Institutional Businesses, resulting in **onboarding of 33 Govt. accounts**.
- Identified drop-off (Vehicle Loan segment) using **Google analytics** and made recommendations, **reducing drop-off by 18%**.

Tata AIG | Management Trainee (Product & Strategy)

July 2018-Dec 2018

- Served as a centralized point of contact for **8+ NBFC clients**, ensuring business continuity.
- Created and presented performance reports, on a fortnightly basis to clients and sales heads.
- Proactively involved in understanding requirements of clients and cultivated good working relationships to ensure effective **end to end service delivery**.

Achievements

- Achieved **17% increase** in enrollments of health products from LAP customers.
- Coordinated with internal teams to create an **MVP for producer request portal**, reducing TAT to 3 days.

Odisha State Beverages Corporation Ltd. | Summer Intern

Apr 2017-Jun 2017

Assessment of OSBC's governance and supply chain processes, during the first phase of deployment of warehouse management tools.

- Developed **cost-benefit analysis** and implementation road map.
- Formulated use cases on training 700+ employees in **Lean Inventory and Activity management tools**

EDUCATION

2016 - 2018 • **XIMB**

MBA

2011 - 2015 • **College of Engineering Bhubaneswar**

B.Tech [Automobile Engineering]

SKILLS & TOOLS

Data Analytics : Advanced Excel, MySQL/Postgre SQL, Python, PowerBI, Tableau, Google Analytics, A/B Testing, EDA

Product Management : Figma, Miro, Trello, Balsamiq, Jira, Asana, Wireframing, Stakeholder Management