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KNOWLEDGE PURVIEW

Brand Awareness and Visibility

Market Share Growth

Distribution Expansion

Market Penetration

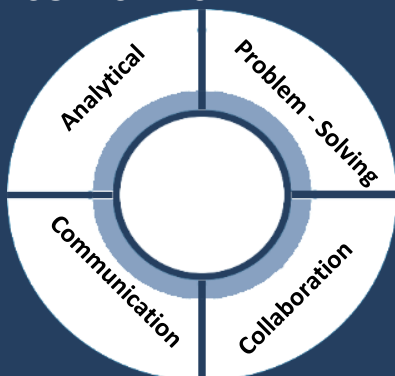
Channel Performance

Sales Revenue & Growth

Customer Acquisition and Retention

Project Management

SOFT SKILLS



IT SKILLS

MS Office suit

RACHNA SAHA

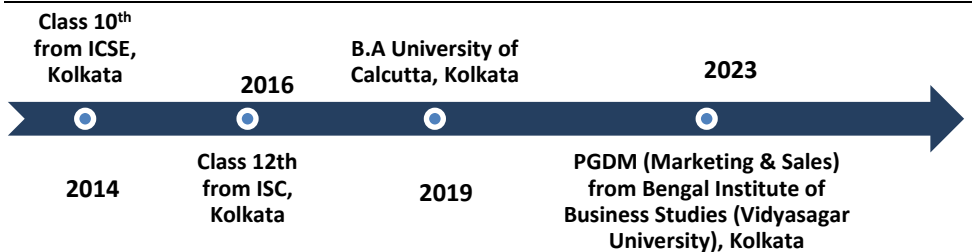
MARKETING PROFESSIONAL

Targeting challenging roles to drive impactful **Sales & Marketing** initiatives, leveraging 10 months of experience in Banking & Finance, an MBA in Marketing Management, & hands-on experience in managing SMEs & real estate clients.

PROFILE SUMMARY

- Accomplished Marketing Professional with a robust background in Banking and Finance domain, complemented by an MBA in Marketing Management.
- Proven capability to manage SMEs and real estate clients, showcasing specialization in customer relations and project management.
- Eager to transition expertise into impactful **Sales and Marketing** endeavors, driving growth and innovation.
- Proficient in **problem-solving, communication, stakeholder management, and campaign management**, ensuring seamless execution of marketing strategies.
- Skilled in fostering customer success, content moderation, liaison, and relationship building to cultivate lasting **client relationships**.
- Showcased exceptional **client management skills**, providing personalized attention and customized solutions to meet the specific requirements of each client.

EDUCATION



WORK EXPERIENCE

Aug'23 – Present | ICICI Bank, Kolkata | Deputy Manager

Nov'23 – Present | Corporate and Realty Finance Group | Accounts Manager

Key Result Areas:

- Managed the initiation of Escrow Accounts, focusing on Real Estate Clients as a primary niche.
- Maintained adherence to regulatory standards, ensuring seamless compliance while delivering customized financial solutions to clientele with portfolios spanning Rs. 5-25 Crores.
- Engaged in collaborative efforts with cross-functional teams, aimed at refining operational workflows and elevating overall customer satisfaction levels.

Aug'23 – Nov'23 | Transactional Banking (LC & Bill Discounting for SMEs) Accounts Manager

Key Result Areas:

- Monitored the facilitation of Letter of Credit and Bill Discounting services tailored to Small Medium Enterprises (SMEs).

INTERNSHIP

May'22 – Jul'22 | Bajaj finserv, Kolkata | Summer Intern

- Managed operations at an electronics showroom, promoting Bajaj Finserv products and facilitating customer interactions.
- Assisted in backend financial processes, ensuring seamless customer transactions.
- Prepared a detailed Comparative Analysis report on EMI schemes of Bajaj Finserv, IDFC Bank, and Kotak, providing insights and recommendations.
- Achieved monthly targets by effectively communicating Bajaj Finserv's benefits and guiding customers towards EMI payments.
- Acquired proficiency in using organizational tools like the 3-in-1 application and linking app wallets with customer PAN numbers, optimizing customer experience.
- Showcased analytical skills and strategic thinking through the report, contributing to securing a Pre Placement Offer (PPO) from Bajaj Finserv.

PERSONAL DETAILS

Date of Birth: 13th July 1997

Languages Known: English, Gujarati and Hindi

Address: Block-7, Flat-3F, Jote Sibrampur, Greenfield City Kolkata - 700141, West Bengal

NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER

- Successfully on-boarded 350 accounts, representing one of the largest real estate proprietors in the western world, to ICICI Bank through proactive client acquisition and relationship management.
- Facilitated the onboarding process for a high-value client with a turnover ranging from 250 to 500 crores, demonstrating expertise in handling large-scale accounts and catering to diverse financial needs.
- Successfully sourced and on-boarded high-value accounts for Srijan Group, managing a portfolio worth 200 Cr, showcasing expertise in client acquisition and relationship management within the corporate banking sector.
- Played a key role in securing and managing accounts for Primarc Group, with a total portfolio value of 110 Cr, showcasing strong negotiation and business development skills to facilitate client acquisition and retention.
- Spearheaded the acquisition and management of accounts for Inland Power, overseeing a portfolio valued at 250 Cr, reflecting exceptional proficiency in identifying and catering to the financial needs of corporate clients

PROJECTS MANAGED

Mar'24 | Theme Day

Conducted research on Perfetti Van Melle. - Prepared and presented PowerPoint on business strategies.

Jan'24 | Brand Wars

Contributed to virtual brand launch of Ed-tech service RAKSHAK. - Media budgeting, content creation, and presentation

Dec'22 | Ultimate Start-up Plan

Team-based competition for innovative