



# Ruksana Ansari

Experienced Business Development and Marketing Professional

## ABOUT ME

Targeting opportunities in the sales domain within the banking and financial services, leveraging experience in client acquisition and business development. Open for PAN India.

## CONTACT

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## EDUCATION

- Completed Master of Business Administration, Chandigarh University, Gharuan, 2024
- Bachelors in Commerce, Kumaun University, Nainital, 2019
- Intermediate, Woodlands S.S. School Haldwani, Nainital, 2016
- Matriculation, H G S S V M I C KUSUMKHERA, Nainital, 2014

## CORE COMPETENCIES

- Market Research and Analysis
- Customer Relationship Management
- Client Acquisition
- Business Development
- Upselling and Cross-Selling
- Digital Marketing
- Financial Marketing

## TECHNICAL SKILLS

- MS Office
- Tally
- Power BI
- Google AdWords

## SOFT SKILLS

- Communication
- Team Leadership
- Coordination
- Decision Making
- Negotiation

## PERSONAL DETAILS

- DOB : 16<sup>th</sup>, June'99
- Address: Kulyalpur Gali No. 1 Haldwani, Nainital, Uttarakhand-263139
- Languages Known: Hindi and English

## PROFILE SUMMARY

- Over a year of sales and business development experience at SBICAP Securities Limited, and Arthimpact Digital loan Pvt. Ltd. focusing on retail client relationship management.
- Expertise in providing exceptional customer service and building strong client relationships to foster repeat business and customer loyalty.
- Skilled in identifying client needs and recommending appropriate products or solutions to meet their requirements.
- Proficient in managing inventory levels, merchandising, and visual presentation to optimize sales opportunities.
- Acquired numerous new customers through strategic prospecting and promotional activities.
- Competent in financial analysis, budgeting, and forecasting, with a keen eye for detail and accuracy.
- Skilled in conducting market research and competitor analysis to support strategic decision-making processes.
- Proven ability to collaborate effectively with cross-functional teams, leveraging financial insights to drive business growth and profitability.
- Strategic thinker with a proven ability to streamline processes, optimize financial systems, and enhance reporting capabilities to drive organizational success.

## WORK EXPERIENCE



### SBICAP Securities Limited | Relationship Officer – Retail Sales, Delhi

Jul'21 – Oct'22

#### Responsibilities:

- Spearheaded client acquisition and business development initiatives.
- Identified cross-selling opportunities to maximize revenue.
- Stayed updated on market trends and competitor offerings.
- Utilized targeted marketing strategies to successfully promote and sell stock brokerage services, emphasizing their value propositions and benefits to clients.
- Provided timely information to clients and management, strengthening relationships.
- Cultivated client relationships, understanding their needs and offering tailored solutions.

### Arthimpact Digital Loan Pvt. Ltd | Wealth Officer

Present

- Build and maintain strong relationships with customers
- Check and verify KYC and Credit Policy document.
- Facilitate credit disbursement process
- Upsell Insurance, Payments, Saving Accounts, Investments Accounts.

## CERTIFICATIONS

- Digital Marketing Certification, Global Digizone, 2023
- Equity Research & Financial Modelling Certification from MICR Institute, 2023
- Investment Banking Virtual Experience Program from JP Morgan, 2023
- Diploma in Tally and MS Office, Hiltron Calc, 2019

## WORKSHOP

- Attained certification in the Youth Empowerment & Skills (Yes+) Program
- Participated in the esteemed Manfiesta Hamirpur, a Management Competition
- Attended Workshop "Stock Bullets 2.0- Master the Science of Stock Trading"