

SREEMA BANERJEE

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Career Summary

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- ✓ MBA in Sales and Marketing and Certified in ITIL Foundation V3 with 8 Years of experience across Industries in Corporate, B2B and B2C sales, Key Accounts Management, Team Handling, Infrastructure Management and Pre-Sales and Bid Management
 - ✓ A result oriented professional with experience in B2B Sales, Key Accounts Management, Pre-Sales, Client Relationship Management, Software Sales, Portfolio Management, Banking Operations, ATM & CIT supply chain management and Project management
 - ✓ Proven performer in managing Key Accounts, marketing operations, completion of projects before deadlines, Corporate account mapping, maintaining and nurturing relationship with corporate clients for revenue generation
 - ✓ Effective communicator with strong analytical, problem solving, interpersonal and interdepartmental liaison abilities
 - ✓ A good team player, adaptable and a quick learner; possesses skills to work under pressure and deadlines

Work Experience

Jan'2018-Present ARC Document Solutions India Pvt Ltd Manager- Marketing & Corporate Sales

Key Responsibilities

- ✓ Working as all India Marketing Manager for SAAS based document management solution which caters to the specific needs of the AEC industry
- ✓ Setting up and building infrastructure for India sales and marketing for the company's inhouse software product tailor made for project management, facility management and archival solutions
- ✓ Marketing, Business development, Sales and Presales Support; Lead generation & conversion, RFP, Customer presentation and engagement
- ✓ Tracking of Lead and Sales Funnel and Accounts Management
- ✓ Vendor, Partner, Channel and Distribution lifecycle management including registrations & renewals
- ✓ Enterprise and institutional sales
- ✓ Evaluation of Enterprise and related tools and applications
- ✓ Branding activities through dedicated seminars and events for the target audience
- ✓ Digital marketing activities from content building to information sharing through various social media platforms
- ✓ Knowledge sharing through presentation and product demonstration

Nov'16-Dec'2017 Writer Corporation (Writer Business Solutions) Business Development Manager

Key responsibilities

- ✓ Corporate account mapping and customer liaison
- ✓ Pre-Sales activities like Client Presentations, Negotiations, Bid Management
- ✓ Creating and implementing strategies to increase revenue by enhancing market share
- ✓ Taking care of conventional and new business lines in terms of DMS and BPS along with added focus on Hospital Management Software sales for the organization, for the entire region of East (7 states)
- ✓ Nurturing existing relationships and building new customer relationships
- ✓ Creating and implementing strategies on customer relationship to ensure 100% retention year on year
- ✓ Cost benefit analysis and Logistic analysis involved with Business and operation analysis of monthly MIS, Market analysis
- ✓ Competition Mapping
- ✓ SLA (Service Level Agreement) Management and Vendor Management
- ✓ Enhancing brand value of the organization through well planned marketing strategies in coherence with HO directives

Feb'15 - Sep'2016

Citibank NA

Relationship Manager

Key responsibilities

- ✓ Understand and analyze the profile and portfolio of CitiGold clients
 - Understand customer needs, long term goals ,risk appetite
 - Proactively engage with customer to validate the understanding
- ✓ Do comprehensive and customized financial planning / wealth management by proper asset allocation and diversification (and various other methods)
- ✓ Keep track of current market scenario and advise clients accordingly to make informed investment choices to assist them with comprehensive financial planning
- ✓ Understand the profile of a business (For self employed professionals) and provide customized solution (business banking products) to increase business efficiency after thorough analysis of the same
- ✓ Organize customer events for enhanced customer engagement
- ✓ Ensure business is done in the most compliant manner through strict adherence to laid down rules and regulation like KYC/AML
- ✓ Acquisition of new clients /business partners
- ✓ Using different/new channels existing in the bank to generate more potential business

Oct'12 – Feb'15

Writer Corporation (Writer Safeguard Pvt Ltd)

Business Manager(East)

Key responsibilities

- ✓ Creating and implementing strategies to increase revenue by enhancing market share by mapping corporate clients and liaising with them
- ✓ Pre Sales Activities, Bid Management, RFP preparing, Client Negotiations
- ✓ Creating and implementing strategies on customer relationship to ensure 100% retention year on year
- ✓ Managing the entire supply chain of ATMs & CMS (Cash Management Services) in East and north east India
- ✓ Managing the Entire Project of ATM installation as a Managed Service vendor
- ✓ Competition mapping
- ✓ Managing the Falcon(call tracking for ATM operations) with their team leader for respective states
- ✓ Cost benefit analysis, Logistic analysis and Risk Management involved with Business and operation
- ✓ Analysis of monthly MIS, Market analysis
- ✓ SLA (Service Level Agreement) Management and Vendor Management
- ✓ Ensuring continuous assessment of core team, creating their KPIs and their training.
- ✓ Managing 100% compliance across the Business as per the SOP (State Operating Plan)
- ✓ Managing the entire audit cycle with the audit team and prepare the ratings for each state in the region.

Achievements

- ✓ Increased revenue by 40% within first 6 months of joining in FY12-13
- ✓ Constantly generated incremental revenue over and above the Annual Operating Plan through effective Customer relationship strategy.
- ✓ Received certificate of appreciation from the CEO on achievement of target for FY12-13
- ✓ Received a certificate of excellence for cracking the biggest account of banking industry
- ✓ Given responsibility of managing a list of critical national clients which have high business potential and higher degree of complexity in terms of client servicing and relationship building
- ✓ Devised and implemented short term activity deals for boosting revenue
- ✓ Managed a team which was recognized as the best service delivery team in entire country

Apr'11 – Apr'12

ICICI Bank Ltd

Privilege Banker

Key responsibilities

- ✓ Handled privilege customers and branch walk-in clients and offered them entire gamut of banking products across asset and liability
- ✓ Handled FOREX, Asset and Simple Trade Transactions
- ✓ Took care of service requests through ICICI Bank software platforms
- ✓ Increasing client engagement by organizing various marketing events and creating awareness about newer products suites

- ✓ Involved in processing operational and sales aspects of the branch
- ✓ Taking care of secondary audit requirements and process adherence of the branch

Achievements

- ✓ Consistently qualified in monthly contests of ICICI Bank dealing with enhancement in sales volume
- ✓ Executed one of the largest retail loan cases for the bank and got the same disbursed

Mar' 10 – Mar'11

NIIT Limited Direct

Marketing Executive

Key responsibilities

- ✓ Provided career counselling, generated leads through various BTL activities and converted the enquiries into sales
- ✓ Developed and Maintained relationship with key clients, such as college heads, training and placement officers, etc
- ✓ Involved in territory mapping and identifying ways to generate business through people connect
- ✓ Prepared and delivered college presentations and organized various activities for database collection and general branding

Certifications

- ✓ **ITIL Foundation V3**
- ✓ **Undergoing PMP Certification training**
- ✓ AMFI
- ✓ IRDA

Academics

- ✓ MBA (Marketing) from IBS Kolkata in 2010-Secured 7.76 CGPA
- ✓ B.Sc. (Biotechnology) from PES-IAS College, Bangalore, Bangalore University in 2006-Secured 72.85% marks.
- ✓ 12th from Hariyana Vidya Mandir School, Kolkata (2003) with 70%
- ✓ 10th from Hariyana Vidya Mandir School, Kolkata (2001) with 83.80%

Academic Accolades

- ✓ Campus Merit Scholarship for third semester examination at IBS-Kolkata.
- ✓ Merit Scholarship for Hindi Language Proficiency after Secondary Examinations (CBSE).

Beyond Curriculum

- ✓ Received certificates for participation and achievement in various Music competitions
- ✓ Received certificates of achievement in Painting competitions

Personal Dossier

Date of Birth: 18th April 1985
 Address: Salt Lake City, Kolkata-700091
 Languages Known: English, Hindi and Bengali

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