

# Anurag Mishra

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## PROFESSIONAL SUMMARY

Young and Energetic professional with **Master of Business Administration (MBA)** in **SALES and MARKETING (Major) & IT (Minor)** willing to apply and transform theoretical concepts practical solutions. An Adaptable professional, ready to take responsibilities and ownership. Ability to work in dynamic environment, learning new concepts and skill sets. Areas of interests are Marketing and Sales, Market Research, Operations.

## CORE SKILLS & CERTIFICATIONS

### SKILLS

1. Business Administration skills to manage and work in a team bringing solutions to the table.
2. Relationship Building & Management with Staff, Vendors and other parties involved in business.
3. Customer Relationship Management (CRM).
4. Business Development and Channel Management.
5. Brand Management
6. Developing and Implementing Marketing Communication Strategies.
7. Managing Social Media Handles
8. Key Account Management
9. Analytical Skills to generate and present interactive dashboard of information out of data.
10. Strong organisational skills to manage the tasks effectively.
11. Ability to work independently and meeting strict timelines.

### CERTIFICATIONS

1. Certificate of financial modelling
2. Certificate in Cyber Law
3. Basic Excel Certification
4. NISM Series V-A Mutual Fund Distributors Certification

## PROFESSIONAL EXPERIENCE

HDFC BANK LTD, Gurgaon

Executive Trainee – Relationship Manager

(May, 2019 – Aug, 2020)

1. Managing a portfolio of worth 20 Crores comprising of over 200 HNI Customers.
2. Acquiring new customer base, adding value to CASA of the branch.
3. Understanding and resolving queries of customers by providing solutions or directing them to suitable channel, thus providing service in order to retain customers.
4. Following service to sales model in order to acquire new customers, retaining existing customers thus increasing overall profitability from the customer base.

5. Providing solutions related to Financial Planning & Wealth Management to the customers by guiding them on investments instruments as per their need.
6. Generating leads on at least 5 retail assets offered by bank to increase the income source for the bank.
7. Deepening of relationship between bank and the customers by doing Relationship Building visits.
8. Assisting staff at Welcome Desk, Teller, Sales and Operations in their day to day working in the branch banking.

HDFC BANK LTD, GURGAON

Internship

(May 2018 – June 2018)

1. Basic understanding of various functions in a retail branch banking.
2. Undertook a project titled, “ The effect of age and education on decision making of customer for using net banking”
3. As part of internship conducted a survey of over 200 people to generate awareness on the digital service delivery products of the bank.
4. Gave Demonstrations of using Internet Banking & Mobile Banking services to divert customers on digital platform.
5. Brought in 300 customers from offline service delivery (i.e Regular Branch Visits) to the digital service delivery model.
6. Received a Pre Placement offer.

## EDUCATIONAL BACKGROUND

1. Balaji Institute Of Modern Management, Pune (2017-2019)  
Master of Business Administration – Marketing and Sales (major) and IT (Minor)
2. Savitribai Phule Pune University, Pune (2013-2016)  
Bachelor of Commerce– Banking and Finance (major) Cyber Law (minor)
3. Hill Top School (2013)

## ADDITIONAL SKILLS

1. Member of the Student Sports Council in MBA.
2. Took part in basketball, cricket, volleyball, shotput and field events in school as well as college level.
3. Took part in various drama events and was a part of stage acting committee.
4. Captain of basketball team in school.
5. Received Letter of Appreciation and Certificate of Merit for delivering duties in Student Council.
6. Played zonal level shot put competition.
7. 3<sup>rd</sup> topper in school ISC board exams,