

# Sadaf Anis

**Professional Summary:** Dynamic and motivated professional with a proven record of generating and building relationships, managing projects from concept to completion. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges. Adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals.

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DOB- 16/03/1996

## WORK EXPERIENCE

### ICICI Bank Limited | June'19- Present

#### • **Deputy Manager- Unsecured business assets**

#### Key Responsibilities:

- Managing a Direct selling team (DST) of 35 sales executives for selling premium credit cards of the bank.
- Optimise process for high team performance.
- Implementing unique ways to increase sales through Self Sourcing, Bulk Sourcing and Corporate activities.
- Personally visiting all the HNI clients of the bank and converting the client's enquiry into sales of all the premium credit cards of the bank.
- Interviewed, performed background checks, hired and trained Sales Officers.
- Cross sell of personal loans & CASA.
- Using CRM system to record all the data.
- Managing the sales cycle from inception to execution by coordinating with all the departments
- Functioned as the single point of contact for project administrators and managers focused on timely and successful completion of full lifecycles of assigned projects.
- Maintained, documented and presented progress reports to leaders.

#### Key Achievements:

##### **Pre- Covid-**

- Top Performer in the West Mega Zone for the month of December 2019.
- Top Performer in the West Mega Zone for the month of January 2020.
- Top Performer of the Outbound team Mumbai for 3 consecutive months.
- Recognized by the bank as one point contact for an intensive Training programme of 15 days and directing the new sales hires during inductions.
- Logged in highest no. of credit card applications in Jan 2020 in the West Mega Zone.
- Achieved highest no. of Card setups in Jan 2020 in the West Mega Zone.
- Recognised with the ICICI Champions League Award for exemplary performance in the Credit Cards business for FY'20 at PAN India Level.

##### **Post Covid-**

- Achieved life insurance champions e-certification & felicitation in June'20 from the DST channel through cross-sell.
- Achieved 50 CASA Accounts in June'20 from the DST Channel through cross-sell.
- Achieved Rewards & recognition on Webinar for 'Fabulous February held in Feb'21 for single day highest credit card setup through digital mode (INSTA PA) & milestone achievement.

#### Projects undertaken:

- **Swagat Project:** Personal Loan Customer On boarding Program to ensure superior customer service.
  - **Brief Summary:**
    - ✓ Swagat FPR assigned to each zone of West.
    - ✓ Tracking of bank induced and customer induced pendency's.
    - ✓ Daily tracking of SUD and escalations marked to RH, RHS & RM's for clearing SUD more than 2 days.
    - ✓ Tracking cases disbursed within 2 days by swagat team intervention.
    - ✓ Welcoming clients with on boarding mails post disbursement.
    - ✓ Cross sell of PL/BIL/Credit cards/CASA for revenue generation and making the model a no cost model
- **Sampark Digital Campaign:** An exclusive initiative to enhance relationship value through Digital Campaigns.
  - **Brief Summary:**
    - ✓ Planning and executing strategies to generate business from self-guided customer channel (Imobile, Net Banking, Corporate Internet Banking)- Insta PL & CC
    - ✓ Ensuring product compliance in conjunction with operations, technical, compliance and legal team.
    - ✓ Customer Acquisition through direct banking channels.
    - ✓ Liaise closely with BIU, Marketing and control groups on designing and execution of campaigns.
    - ✓ Designing Communication strategy to tap various customer segments, maintain project MIS and keep track of the same.

## L&T Financial Services | 04/2017 – 06/2017

### • **Management Trainee**

- ✓ Market Research on project entitled "Performance of Mutual Funds and its awareness among the distribution partners & investors in the present market scenarios."
- ✓ Conducted an in depth analysis for the distribution channel management for L&T Mutual fund.
- ✓ Conducted a study of the brand history and present status.
- ✓ Analyzed the channel partners and investors. Measured brand awareness and loyalty through quantitative research.
- ✓ Pursued business leads (worth INR 500000). Built new contacts, made cold calls and arranged meetings.
- ✓ Analyzed performance of the funds with respect to the benchmark and sector allocation.
- ✓ Managed applications in MF for Institutional Investors and HNIs
- ✓ Recommendation for Brand Development Solutions at the end of the research.

## EDUCATION

### **Post Graduate Program in Business Management (MBA) in Marketing management & CBPF (Commercial banking & Portfolio finance)**

Praxis Business School | 05/2017 – 03/2019 Kolkata, India

### **Bachelor of Business Administration (B.B.A.) in Finance (Honors)**

Scottish Church College | 05/2013 – 03/2016, Kolkata, India

### **Class XII in Commerce from ISC Board**

The Assembly of God church | 05/2011 – 03/2013, Kolkata, India

### **Class X in Science from ICSE Board**

St. Paul's Educational institution | 09/1997 – 03/2011, Kolkata, India

## SKILLS

- Process Management
- Team Management
- Customer relationship building
- Strategic planning
- Interpersonal communication
- MS Office (PowerPoint, excel & word)
- Building strong motivated teams
- MIS reporting & Publishing
- Top Management Coordination
- Vendor Management
- Data Analysis/Analytics
- Positive
- Self-Motivated
- CRM

## LANGUAGES

Language	Read	Write	Speak
English	Yes	Yes	Yes
Hindi	Yes	Yes	Yes
Urdu	Yes	Yes	Yes
Arabic	Yes	No	No
Bengali	Yes	Yes	Yes

## INTERESTS

Exploring places

Reading

Networking

## CERTIFICATION

Company Secretary from ICSI,

Executive Level (Mod-1) [↗](#)

Diploma in Financial Accounting

System(DFAS) [↗](#)

Tally ERP9 from Tally Academy [↗](#)