

Arnab Niyogi

Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative concepts & strategies, targeting assignments in **Operations, Business Analysis and Sales** with an organization of repute

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Profile Summary

- **MBA, PGPM (Marketing)** professional offering **experience** of **nearly 2 years** in **Stock Broking, Banking and Financial Services Operations**
- Pivotal in **introducing new services** like **Cash Management Services, POS, Connected Banking, InstaBizz** with objective to engage **customers** and generate **fee income**
- Familiar with Languages: **R Studio, IBS SPSS V23**
- Implemented **competitive & market intelligence capabilities** through **systematic & objective analysis** of **relevant information**, relating to **target markets, competitor** and **economic environments**
- Identified **prospective clients**, generated **business** from the **existing ones**, thereby achieving **business targets** and **evolved market segmentation & penetration strategies** to **achieve targets**
- Gained exposure in **client servicing** and **process operations**; experience of **implementing procedures & service standards** for **business excellence** and coordinating with **customers** for running **business operations**
- Expertise in **interfacing** with **customers** to address **complaints** & ensure **customer satisfaction** by achieving **delivery service norms**, ensuring **value added services** to **customers** for enhancing **satisfaction levels**
- Keen **analyst** with excellence in **understanding requirements** of **clients & other multiple stakeholders**, followed by **translation** into **functional specifications** as well as **provisioning** of **suitable solutions**
- Acted as **bridge** between **clients & company** and performed **functions** including **requirements mapping, requirements traceability matrices** accordingly
- Possess **excellent communication, analytical, decision-making, problem-solving** and **leadership skills** with proven capability in **planning & managing resources**



Core Competencies

Operations Management

Business Analysis

Sales Operations

Market Research

Banking and Financial Services

Requirement Gathering

Revenue Generation

Cross-Functional Coordination

Team Management

Enterprise Sales



Work Experience

Apr '21 to Present with Vodafone Idea Limited as Manager(M1)

Role: Manager Retail Franchisee Operations

Key Result Areas:

- **Franchisee handling.**
- **Sales acquisition (in bound and out bound).**
- **Customer Service.**
- **Team management.**
- **Franchisee profitability.**
- **Enterprise Sales.**
- Provide realistic plans and forecasts on customer performance
- Develop and maintain personal relationships with key decision takers on highest possible levels and own senior management
- Manage key point of sales and ensure all retail marketing activities & campaign are smoothly roll-out.
- Develop assortment plan & review all key point of sales
- Develop franchise, key accounts (KA), and field partners with clear set objectives, strategies, and tactics including translation into action and business plans
- Monitor competition in the market and provide the necessary feedback

Dec'19 to Dec'20 with ICICI Bank as Deputy Manager (DMII)

Role: Branch Sales Manager

Key Result Areas:

- Ensured **collection of documents** by **Sales Officers** from **clients** like **Proprietorship, Partnership, Private Limited** to know **nature, legitimacy** of **business** of the **customer**
- Administered **portfolio of clients**, managed **customer relationship**, resolved both **service & sales queries** for **customers** with an objective to **engage & retain customers**
- Offered **banking product** related **advisory services** to **customers** as per **suitability** and **requirement**, performed **sourcing of trade, forex customers** and generated **fee based income**
- Coordinated with existing **customers** to generate **business opportunities**, analysed **new segments** and set-up **new trade verticals** for prospective **business opportunities** at **different locations/ regions**
- Launched **new services** like **Cash Management Services, POS, Connected Banking, InstaBizz** with an objective to engage **customers** and generated **fee income**
- Spearheaded **trade based queries** from **branch**, enhanced **revenue** by smoothening **transactions process** by proactively coordinating with **other departments**
- Offered **training** to the **team** on a regular basis about **KYC Norms, Customer Identification, Customer Profiling** and **Requirements of the Customers**

Jun'19 to Nov'19 with Kotak Securities Ltd. as Management Trainee

Key Result Areas:

- Appointed **new franchisee** in **Burdwan** and **nearby locations**, monitored all the **client activities** and generated **revenue**
- Administered all **kinds of risk management system**, maintained **HNI's client portfolios** and conducted **regular meetings**
- Converted **account** from **other broking companies** and steered the **expansion of client base**



Industrial Visit / Training

- **Industrial Visit** as part of **PGPM Curriculum- DIC India Ltd.**, 28th October 2017
 - **Industrial Training** as part of **Diploma Curriculum- Vocational Training in Basic Telecom (BSNL)** in 2013
- Scope:**
- Gained knowledge about:
 - **Introduction to the principles of telecommunication industry**
 - **Mobile technologies: GSM, CDMA** and **emerging trends in telecom networking**



Technical Skills

- **Application Software:** Microsoft Office, Microsoft Outlook
- **Languages:** R Studio, IBS SPSS V23



Internship

ACC Cement Ltd.

Project Title: Methods of Improving Brand Awareness of ACC Premium Cement F2R in SU-Kolkata

Scope:

- Gained knowledge about:
 - **Process of construction**, role of **other stakeholders** and **influencers** in **specific regions**
 - **Equations** and role of **retail channel/ contractors** and others regarding **purchase of material – cement**
- Analysed **consumer mind space** and suggested **ways of increasing the mind share** followed by **market share**



Certification/ Other Courses

- **Cisco Certified Network Associate** (CCNA Routing and Switching)
- **Cisco Certified Network Professional** (CCNP Routing)
- **Microsoft Certified Solution Associate** (MCSA)
- **Redhat Certified Engineer** (RHCE)
- **Google Digital Marketing Professional Program** (GDMP)(COP) from Manipal ProLearn



Education

- **MBA** from IBS-Dehradun, affiliated to ICFAI University (Flexi Mode) in 2019
- **PGPM (Marketing)** from ICFAI Business School, Kolkata in 2019
- **B.Tech. (Electronics and Telecommunication Engineering)** from Kalinga University, Raipur in 2017
- **Diploma in Electronics and Telecommunication** from Elite Institute of Engineering and Management (EIE), Kolkata, affiliated to WBSCTE in 2014



Personal Details

Date of Birth: 17th July 1995

Languages Known: English, Hindi and Bengali

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