

AAKASH GUPTA

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INTRODUCTION

Experienced Marketing Manager skilled at developing and maintaining marketing strategies to increase engagement and ROI, adept in both consumer and B2B work environment. Proven track record of achieving targets, and providing customer-focus solutions to our business partners. Committed team player with strong problem-solving and communication skills.

SKILL SET

A/B Testing
Data Analysis Extraction
Figma
Product Marketing
Power BI
Google Analytics
JIRA

EXPERIENCE

Canara Bank

April 2023 - Presently Working

Marketing Manager

- To carry out marketing activities for the entire Salem region covering approximately 52 branches.
- Develop and present product and service presentations to various stakeholders of the bank.
- To co-ordinate with various government departments to pass on the different government subsidies and schemes to the needful.
- Performance tracking of all the branches of Salem region and helping them to achieve their targets by the way of different BTL activities.
- Worked on enhancement of Canara a1l mobile application features as per customer feedbacks.

Canara Bank

November 2019 - March 2023

Marketing Officer

- Worked with Canara a1l mobile application development team for designing of the mobile application.
- Helped branches to maintain existing customer relationship by providing personalised service to HNI customers.
- Helped the branch in reducing customer foot-fall by promoting branch digital services. Reduced the crowd by 37%.
- To create liason with banks internal and external customers.
- To help attached branches to achieve branch targets under different parameters.
- To source new leads to convert them into business.

Kotak Securities

May 2017 - Jul 2017

Business Development Intern

- Worked in the PCG division of the company.
- Conducted survey to study the investment pattern of investors.
- Generated leads by visiting government offices.
- Received Best Intern Award and PPO from Kotak Securities.

EDUCATION

International Management Institute, Bhubaneswar
PGDM
Marketing and HR

June 2016 - March 2018
Overall Percentage: 75.06%

Naraina Vidyapeeth, Kanpur
BBA

June 2013 - April 2016
Overall Percentage: 68.40%

RELEVANT COURSES

Product and Brand Management - IIM Rohtak
Product Management - JobaaJ Learnings

SOFT SKILLS

Communication
Teamwork
Flexibility
Problem solving

MOST PROUD OF

Awarded Best Officer in Government Business category
Runner up in Digital Campaign, Pan India