

Executive
Summary

Banking and business development professional with experience in private sector banking, client relationship management, and field sales. Skilled in lead generation, customer onboarding, sales presentations, and promoting financial products. Strong communication and problem-solving abilities with a proven capability to build long-term customer relationships and achieve business targets. Seeking to contribute banking and sales expertise in a growth-oriented organization.

Education

SSM COLLEGE OF ENGINEERING AND TECHNOLOGY/ ANNA UNIVERSITY

Master of business administration

2020/2022 — 62%

Nandha arts and science college/Bharathiyar university

Bcom (cs) corporate secretaryship

2014/2017 — 50%

Experience

AXIS BANK PRIVATE LIMITED

Nov 2023 – Sep 2024

Business Development Associate (BDA)

Officer sales 1

Responsibilities:

- Identified and qualified new business opportunities through market research and lead generation activities
- Conducted client outreach through direct interactions and follow-ups to acquire new customers
- Built and maintained strong relationships with clients to understand financial needs and provide suitable banking solutions
- Assisted customers with onboarding and documentation processes for banking products
- Conducted sales presentations and product demonstrations to increase customer engagement
- Collaborated with internal teams to ensure smooth service delivery and customer satisfaction
- Maintained records of customer interactions and sales activities using CRM tools
- Supported branch-level business growth initiatives and promotional campaigns.

Impact:

- Contributed to customer acquisition and business development targets
- Improved client engagement through consistent follow-ups and relationship management
- Supported banking product awareness and customer onboarding activities
- Assisted in strengthening branch-level sales performance through field marketing efforts.

EQUITAS SMALL FINANCE BANK

Oct 2024 – May 2025

Business Development Officer (BDO)

Assistant manager 1

Responsibilities:

- Identified prospective customers through field sales and business development activities

- Generated leads through market research, referrals, and direct customer interactions
- Promoted banking products and services to retail customers based on their financial requirements
- Built long-term relationships with clients to improve customer retention and satisfaction
- Conducted product presentations and explained banking services to potential customers
- Coordinated with branch teams to ensure smooth onboarding and account activation processes
- Maintained accurate customer and sales records using CRM systems
- Assisted in achieving branch sales goals through continuous customer engagement initiatives.

Impact:

- Supported customer acquisition and revenue generation activities for the branch
- Contributed to increased visibility of banking products in target markets
- Strengthened customer trust and relationship management through effective communication
- Assisted in achieving sales and lead generation objectives through field outreach efforts.

<i>Skills</i>	● Communication & Teamwork ● Problem solving ● Relationship building ● Adaptability ● Time management ● Negotiation skills
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<i>Technical Skills</i>	CRM & Customer Relationship Management
	Business Development & Lead generation
	Banking Product Sales
	Digital Sales Tools
	Marketing Research
	Sales Presentation

<i>Awards & Accomplishments</i>	● Completed MBA specialization with focus on business and management studies ● Developed practical experience in banking sales and customer relationship management ● Gained hands-on exposure in client acquisition and financial product promotion ● Successfully handled customer engagement and field sales responsibilities in private banking sector.
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