

Personal

Oendrila Nandy

Date of Birth- 22.01.1995

Phone: +919051864825

Email: onoendrila221@gmail.com



Career Objective- Learn continuously to **contribute** and **grow** in a world class company which **adds value** to the customers, employees EHS (Environment health safety) shareholders and society (CSR) and also where **innovative ideas** will be welcome and **commitment to excellence** will be recognized.

Education

- **Masters in Business Administration** with **Marketing** as major and HR as minor from Institute of Management and Technology (2017-19).
- Bachelors in **Accountancy** from Calcutta University (2013-16).
- ICSE and ISC both from C.I.S.E (2011 and 2013 respectively).

Professional

Organization	KRA
ICICI BANK (2019- 2020)	Job title: Relationship Manager
	➤ Development and growth of business in four branches, achieved 90% target.
	➤ Coordinating with the respective product teams for fulfillment purpose and with the branch staffs to ensure up selling from branch walk-ins.
	➤ Responsible for ERM channel on digital platform .
	➤ Planning and implementing sales promotion activities within and outside the branch.
	➤ Hiring and Training Sales Officers.
	➤ Relationship Management with high-net-worth clients.
	➤ Assessing Credit Worthiness of the customers for sanctioning loans.

Internships and Projects

SCHNEIDER ELECTRIC	Summer Intern
PRIVATE LTD (April 2018- June 2018)	Role- Marketing Research Intern Project Title: Core component program Responsibilities: Background study on the new project they are going to launch, seeing opportunities of the new project in retail market. ❖ Comparative and competitive analysis. ❖ Collecting customers' opinion/ feedback regarding new project. ❖ Designing promotional techniques.

Academic Projects

Strategic BRAND PLANNING on Surf Excel:

Detail Analysis on Surf Excel Brand

- ☐ Interviewing customers about their view on Surf Excel Brand
- ☐ Strategic brand plan based on customers' views
- ☐ **Future Brand Strategies based on business strength and market attractiveness**

Extra-Curricular and Others

Extra – Curricular	➤ Special aptitude for painting. ➤ Member of Robinhood Army that serves the underprivileged. ➤ Done Certified Course on Digital Marketing 2015.	
Acquired Skills	❖ LEADERSHIP Skills (Competitive drive, Affiliation, Autonomy, Work ethics) ❖ Relationship Building ❖ Discovering need ❖ Advocating solution	Improvement Areas ❖ Patience ❖ Empathetic Listening ❖ Time and Territory Management ❖ Over enthusiasm
Inherent Strengths	❖ Organizational Skill	