

## **DETAILS**

- Male, 23 years
- +91 8777015464
- akash.jaiswal662@gmail.com
- **?** Kolkata, West Bengal
- in www.linkedin.com/in/akashjaiswal-721ab63b

### TECHNICAL SKILLS

MS Excel, MS Powerpoint, MS Word, Tableau, Python and SPSS

#### **CERTIFICATIONS**

Google Digital Unlocked -Completed the course on 'The Online Marketing Fundamentals'

### BRAND AND PRODUCT MANAGEMENT -

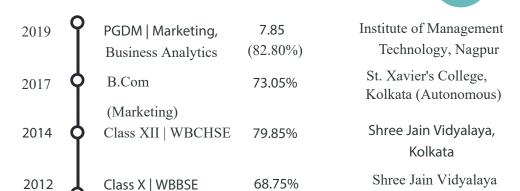
Completed the course on Brand and Product Management by IE Business School

# EXTRA-CURRICULAR ACTIVITIES

- Volunteered as a Campus
   Ambassador for the 'New India
   Conclave' organized by Y4D
   Foundation from May,18 to
   June,18
- Volunteered at St. Joseph Old Age Home
- Former Member of Xaverian Theatrical Society at St. Xavier's College, Kolkata (Autonomous)
- Stood first in Cambio2.0,'19 (Consulting quiz) organized by IIT - Roorkee

# AKASH JAISWAL

# **EDUCATION**



# **WORK EXPERIENCE**



Territory Manager, IDFC FIRST Bank Ltd.

May,19 - Present

- Managing various channels and a team reporting to me
- Building and maintaining relationships with the Channel partners such as Referral sources, Real Estate Developers, agencies and CA professionals
- Developing business by recruiting new channel partners and processing bills of Channel partners on time
- Servicing the new customers and retaining the existing customers by providing after-sales-service to achieve the best customer satisfaction
- Training all the channel partners on existing and new products and policies to keep them updated with the system

# **INTERNSHIPS & ACADEMIC PROJECTS**



Report on creating a Branding Strategy for Paytm

• Gap analysis by conducting a market research and suggesting strategic changes in Paytm's branding strategies

#### Market Research Trainee, Verace Market Research

Apr, '18 - May, '18

- Executed field research, focus groups discussions, mystery shopping and exit interviews for clients like TVS, Medlife Pharmacy, Swensen's, Starcom, Greaves Cotton and Sobha Limited
- Analyzed and interpreted learnings from primary and secondary research sources, and drew actionable and executable recommendations

# Documentation Intern, ApproApp

Jun, '18 - Aug, '18

- Developed content for the documentation of the app
- Blog writing

#### Marketing & Business Development, The Souled Store

Oct, '17 - Dec '17

- Promoted the organization on different social media platforms
- Conducted market research and analyzed the findings to provide

# recommendations

• Sold company's products and attained the target assigned

# Customer Relationship Intern, ITDH Tourism

Dec, '16 - Jan, '17

• Handled Social Media accounts, sold tour packages

**Kotak Mahindra Old Mutual Life Insurance Limited** 

Client servicing

Business Development Intern,

Jun, '16 - Aug, '16

- Analysis of the Company's products in comparison to its competitors
- Mapping of prospective clients and selling insurance products to them