**Syeda**

[**Syeda.367164@2freemail.com**](mailto:Syeda.367164@2freemail.com)

**OBJECTIVE**

*To work for a financial and/or aviation institution and to maintain discipline and strive for excellence in an organization.*

**PROFESSIONAL PRESENT EXPERIENCE**

**MCB Bank: July 2015 – to date**

Working as **General Banking officer Sales and Marketing**  in **MCB Bank** Sector Z DHA Branch.

Duties include :

* To generate CASA(Current Account/Savings Account) from fresh & existing clients.
* To conduct Customer Due Diligence and Compliance.
* To ensure the highest standards of know-your-customer requirements supported by

documentation.

* To keep customers informed of new investment opportunities and promotional activity.
* Understand and resolve the customer’s problems
* Interact with the customers in person and on telephone and handling general questions and complaints,
* Help the customer about selecting the product or service which would be suitable for their needs

**PREVIOUS WORK EXPERIENCE**

**Burj Bank Ltd: Nov 2014 - To July 2015**

Working as **Business Development Officer Sales in** **Burj Bank** DHA Z Blockbranch.

Duties carried out:

* + - Deposit Mobilization through fresh clients & existing clients.
    - To develop a potential customer database for new business development.
    - To promote the highest level of customer service and responsiveness.
    - To cross-sell other bank products to increase total portfolio for the Bank.
    - Intelligently access the needs and problems of the existing customers and guide them in

the best solution of their queries and also guide them for better investment opportunities.

* + - Perform operational and administrative duties of branch.

**J.S. Bank Ltd:** **Sept 2013 - Sept 2014**

Worked as **Customer relationship Officer** in **J.S. Bank** Block Z DHA branch.

Duties carried out:

* + - Floor management
    - To cross-sell other bank products to increase total portfolio for the Bank.
    - Provision of information enquiries about products or services by interacting with the customers.
    - Understand and resolve the customer’s problems
    - Interact with the customers in person and on telephone and handling general questions and complaints,
    - Help the customer about selecting the product or service which would be suitable for their needs
    - To maintain a database of information of all the prepared records about the customers.
    - Meet the daily sales targets
    - To conduct customer care with diligence and compliance.
    - Deposit Mobilization through fresh clients & existing clients.
    - To keep customers informed of new investment opportunities and promotional activity.
    - To ensure the highest standards of know-your-customer requirements supported by

documentation.

**MCB Bank: Sept 2010 - March 2012**

Worked as **Customer Relationship Officer**  in **MCB Bank** Sector Z DHA

Branch.

* Duties carried out:
* To generate CASA(Current Account/Savings Account) from fresh & existing clients.
* To conduct Customer Due Diligence and Compliance.
* To ensure the highest standards of know-your-customer requirements supported by documentation.
* To keep customers informed of new investment opportunities and promotional activity.
* To sell investments and bancassurance at its highest level.
* Understand and resolve the customer’s problems
* Interact with the customers in person and on telephone and handling general questions and complaints,
* Help the customer about selecting the product or service which would be suitable for their needs
* To maintain a database of information of all the prepared records about the customers.
* Meet the daily sales targets

**Dubai Islamic Bank: Sept 2008 – Feb 2009**

Worked as **INTERNSHIP in Dubai Islamic Bank** Sector Z DHA

Branch.

Duties carried out:

* To conduct Customer Due Diligence and Compliance.
* Account opening and other related duties
* To ensure the highest standards of know-your-customer requirements supported by

documentation.

* To keep customers informed of new investment opportunities and promotional activity.
* To sell investments and bancassurance at its highest level.
* Understand and resolve the customer’s problems.
* Handling customer enquiries

**ACADEMIC QUALIFICATION**

**Bachelor of Arts, 2006**

Defence Degree College for Women - Grade A

**Defence Degree College for Women, 2002**

Intermediate in Computer Sciences - Grade A

###### Matriculation in Science, 1997

###### Cathedral Higher & Secondary School Lahore, Pakistan

**ACHIEVEMENTS**

#### Sold 2 Million Insurance/Banca premium at MCB Bank for the year 2011.

#### Certificate for the highest deposit mobilization as as General Banking Sales at M.C..B Bank.

* Certificate of Banca cross selling in **MCB bank.**
* Certificate of **Best Business Development Officer** in **Burj Islamic Bank.**
* Certification as EMPLOY OF THE MONTH IN MCB
* Certification in Cross Selling
* Credit card cross selling achievement topper 2015 and 2016
* Platinum visa card achievement 2016
* Was awarded Best Customer Services Appreciation in **JS bank Ltd**

**CERTIFICATIONS & SEMINARS**

* Did “**Customer Services”** certification from **J.S Bank**  in order to learn innovative methods in customer services.
* Attended training on Finance and Marketing at **MCB Bank**.
* Completed a course of study on **“Marketing & Finance ”** conducted by **E.F.U Insurance Company**.
* Participated in the presentation “ **Product Management**”
* Participated in the ACCA seminar Conducted by Women Chamber

**TECHNICAL SKILLS**

* **Applications & Operating Systems:** MS Office Professional; MS Windows 95/98/2000/XP/VISTA/Seven;

**EXTRA CURRICULAR ACTIVITIES**

* Reading Books; Watching Movies: Cooking: Dress designing, Travelling.

**REFERENCE**

* Available on demand.