**Anoop**

[**anoop-392832@2freemail.com**](mailto:anoop-392832@2freemail.com)

**Summary:**

Experienced **General Insurance**,**InvestmentBanker,MarketResearch,Vehicle loans** skilled at producing results in fast paced environments by adapting and implementing innovative strategies

7+ years of experience in handling potential customers in Business, Retail and Financial industries

**Products specialized are,GenaralInsurance,Health,motor,VehicleLoans,Elite Wealth Super, Life Time Classic and Life Time Super**

Conducted branch level marketing campaigns and assured the maximum customer reach.

Managed a revenue target of 3 CR

Accountable for the business development of,Palakkad,Pattambi,Ponnani and Edappal branches in Kerala

Excellent soft skills, professional approach, strong level of motivation and commitment.

**Education:**

* MBA - HR &Logistics

CMS College of science & commerce, Coimbatore, TN, India 2013-2015

* BBA- Business Development

ShobhitUniversity 2010-2013

**Skills:**

* Investment Banking
* Business Development
* Insurance Marketing
* Financial Advisor
* Marketing Campaign
* Social and new media
* Internet marketing
* High level of Accuracy
* Strong Interpersonal skills, Public Relations andStrong customer relations
* Operating Systems       : Windows98, 2000, XP
* Web Designing             : HTML, XML, Photoshop, Flash, Corel Draw

**Experience:**

**HDFC ERGO Palakkad**

**Assistant Manager Currently Working Auto Retail Business**

* Assisted customers with sales needs with a strong emphasis on customer service and salesmanship
* checking proposal forms
* Taking claim details
* Checking policies to ensure it covers the claim
* ensuring Premiums are paid
* updating records
* Developed strategy and educates sales staff

**ICICI BANK (I Pru) Malappuram, Kerala**

**Senior Financial Service manager Jul 2016 – Feb 2018**

* Achieving sales targets
* Assessed clients financial situations to develop strategic financial planning solutions
* Managed and evaluated the activities of more than 30% outside investment advisors.
* Followed up with customers on unresolved issues.
* Negotiated new and renewal production goals with Business Development Manager.
* Met with prospective customers and business owners in their homes, businesses and other settings.
* Knowledge center for bank sales team.
* Contributed ideas and offered constructive feedback at weekly sales and training meetings.
* Activate & Penetrate branches for Insurance Sales
* Managed a revenue target of 3 CR
* Accountable for the business development of Ponnani and Edappal branches in Kerala
* **Products specialized are Elite Wealth Super, Life Time Classic and Life Time Super**
* Conducted branch level marketing campaigns and assured the maximum customer reach.

**Mahindra Finance Pattambi, Kerala**

**Marketing Officer Feb 2015 – Apr 2016**

* Meet with applicants to obtain information for loan applications and to answer questions about the process.
* Analyze applicants' financial status, credit, and property evaluations to determine feasibility of granting loans.
* Obtain and compile copies of loan applicants' credit histories, corporate financial statements, and other financial information.
* Explain to customers the different types of loans and credit options that are available, as well as the terms of those services.
* Maintain friendly and professional customer interactions.
* Creating new business proposals
* Developing marketing agendas.
* Putting together promotional materials, programs, and events.
* Being the key contact for consumer feedback.

**GHANI HONDA Pattambi, Kerala**

**Sales Executive Apr 2007 – Sept 2010**

* Creating new business proposals.
* Developing marketing agendas.
* Putting together promotional materials, programs, and events.
* Being the key contact for consumer feedback.
* Researching and analyzing competitors.
* Providing administrative support to the Marketing

**Personal profile:**

* Name                                     :    Anoop P
* Nationality                             :    Indian
* Date of Birth                         :    14 April 1988
* Hobbies                                 :    Making new Friends, Travelling,
* Languages Known                :    English, Malayalam, Tamil and Hindi