

ANJUMAN

Phone: +91-9811353662 E-mail: anjumangoyat@gmail.com

Permanent Address: House No. 355, Block No. 18, Lodhi Colony, New Delhi - 110003

Career Abstract

- Pursuing **PhD** in **Marketing** as **Senior Research Fellow** from Faculty of Management Studies (FMS), Delhi University.
- **MBA Biotechnology** – Majors in **Marketing** & Minors in **Operations** from **University Business School (UBS)**, Panjab University and B.Sc. from S.D. College, Chandigarh.
- 11 months experience as **Wealth Manager** in **ICICI Bank Ltd.**, Chandigarh.
- 13 months experience as a **Product Officer** with oncology division of **Unimark Remedies Ltd.**, Mumbai.
- 21 months experience as a **Senior Product Executive** with oncology & critical care division of **Ind Swift Ltd.**, Mumbai.
- Primary responsibilities included brand management, content development, promotional planning, strategic analysis, business research, market intelligence, relationship management, wealth management, sales.
- **UGC NET and JRF** qualified - June 2012 (In Management)
- Internship experience in market analysis and distribution management.

Organizational Scan

July'14-till date

Faculty of Management Studies (FMS), Delhi University

Key Responsibilities:

- Doctoral Scholar, doing PhD in marketing, studying role and effectiveness of metaphors in advertising and branding communications using quantitative and qualitative tools

June'12-April'13

ICICI Bank Ltd., Chandigarh

Key Responsibilities:

- Monitor and address HNI clients' banking and Investment requirements
- Use financial acumen and investment expertise to review a client's personal data
- Align clients' need through superior service and delivery for enhanced experience
- Helping the client to reach his short term and long term investment goals
- Building and maintaining long term relationships, deepening relationship and growing revenues
- Ensuring compliance with key regulatory and bank level requirements
- Achievement of product-wise targets
- Formulate plan to acquire new HNI customers for increasing customer base of the portfolio
- Ensuring regular availability of research material and inputs to the client
- Conduct risk profiling of all mapped clients for better advisory on investment needs
- Regular contact with all mapped clients

August'10-April'12

Ind Swift Ltd., Mumbai

Key Responsibilities:

- Branding of Company
- Brand and Sales Management
- New brand launch and promotion
- Content development and promotional planning

- Making various presentation, awareness posters & booklets
- Business Development
- Team development & management
- Customer Relationship Management
- Sales Analysis

June'09-June'10

Unimark Remedies Ltd., Mumbai

Key Responsibilities:

- Content development and promotional planning
- Induction, Training & Development and Field Orientation of new recruits
- Competency mapping and knowledge gap fulfilment for existing field personnel
- Territorial sales and Key Account Management in various regions in India
- Identifying new business opportunities and researching the market scope and potential for a profitable venture
- Monthly Sales Analysis
- Weekly follow up on Sales
- Making various presentation, awareness posters & booklets

Academic Projects

- **M.B.A Thesis:**
Challenges and opportunities of pharmaceutical small and medium scale enterprises.
- **1st Year Project:**
Market survey of consumer preferences on mobile service providers (Vodafone and Airtel).

Achievements

- Attended workshops on Research Methodology(Qualitative and Quantitative) and software Packages (STATA, SPSS, MATLAB, Advance Excel, Smart PLS, SEM)
- Published research papers on agriculture related emissions and digitization
- Participated in QME 2015 at MIT (Boston), organized by Chicago Booth School of Business.
- Presented paper at MICA (Ahmedabad), IBS (Hyderabad), IIT(Delhi).
- Participated in Doctoral Consortium organized by AMA(American Marketing Association)Sheth Foundation and AIM (Academy of Indian marketing)
- Won Business Banking Star Trophy for current accounts.
- Organized Breast Cancer Awareness Programme (designed Poster, awareness booklets and presentations)
- Winner at the brand ad contest 'Esoterica' in UBS (2007).
- Played Basketball at National Level (2005, 2006).
- Winner in Korfball and Netball at Inter-college level (2007, 2008).
- Participated in various university events organizing committee.

Personal Dossier

Date of Birth: May 05, 1987

Marital Status: Married

Linguistic Abilities: Hindi, English & Punjabi

Current Location: New Delhi