

# SANAM MALKAT

Male, 29

EDUCATION			
Year	Degree	Institute/ School	CGPA/%
2022	MBA	IIM Sirmaur	6.51
2018	BSc (Industrial Chemistry)	Panjab University	51.02
2012	CBSC XII <sup>th</sup> Board	GMSS School Sec-35, Chandigarh	60
2010	CBSE X <sup>th</sup> Board	GMSS School Sec-35, Chandigarh	7.6
WORK EXPERIENCE			YEAR
<b>StartUs Insights</b>	<b>International Business Development Manager</b>		<b>Nov 2023-Present</b>
<ul style="list-style-type: none"> <li>Conducted virtual meetings with clients globally, effectively presenting product demonstrations and proposals.</li> <li>Managed end-to-end customer interactions, including proposal sharing, contract negotiations, and Master Service Agreement (MSA) preparation.</li> <li>Developed and maintained strong relationships with international clients, ensuring high levels of customer satisfaction and repeat business.</li> <li>Authored insightful content on trending technologies and current technological trends, contributing to the company's blog and enhancing its online presence.</li> <li>Adapted to the dynamic nature of the role, taking on diverse responsibilities to meet the evolving needs of the business.</li> </ul>			
<b>Solytics Partners</b>	<b>Sales Consultant</b>		<b>Feb 23-Nov2023</b>
<ul style="list-style-type: none"> <li>Negotiated sales, package discounts, and long-term contracts with clients. Connecting clients via warm/cold emails with regular follow-ups. 70% conversion rate for leads. 2-3 weekly in-person meetings with clients.</li> <li>Prepared sales visits and <b>presentations</b> to pitch products, services, and combination packages to clients as per their needs.</li> <li>Offering the best solution to the clients while educating them about regulators' guidelines regarding AML/CFT.</li> <li>Assessed client Risk and Compliance needs and made recommendations, including IT equipment and service packages.</li> <li>Effectively responded to <b>RFPs</b>, successfully understanding the requirements and coordinating with cross-functional teams.</li> <li>Achieved the monthly targets while generating the desired revenue and provided <b>end-to-end support</b> to clients until onboarding.</li> </ul>			
<b>ICICI Bank</b>	<b>Solution Manager</b>		<b>Apr22-Feb23</b>
<ul style="list-style-type: none"> <li>Responsible for new <b>client acquisition</b> and managing the overall client relationship with regard to working capital finance in the <b>SME sector</b>. Sharpening the offerings as per the needs of the client. Rapport building with local DSA to new leads.</li> <li>Identifying the risk by analyzing the financials of the client and pitching the correct product as per the need of the client to best fit.</li> <li><b>Engaging with customers</b> to enrich their relationships and provide customized banking solutions to meet their various needs.</li> <li>Continuous delinquency management of the customer portfolio and <b>timely servicing</b> of interest by customers and maintaining portfolio health.</li> </ul>			
<b>Concentrix (IBM Daksh)</b>	<b>Customer Relations Associate</b>		<b>Nov15-Apr16</b>
<ul style="list-style-type: none"> <li>Helped Jet Airways' travelers in booking tickets, resolved their queries; assisted <b>100+ customers</b> on a daily average providing best solutions.</li> </ul>			
INTERNSHIPS			
<b>Being Platinum World Pvt Ltd</b>	<b>Business Development Intern</b>		<b>April 2021 – June 2021</b>
<ul style="list-style-type: none"> <li><b>Dealt</b> directly with the clients on the given leads and <b>managed and monitored</b> the distribution channel and the activities involved within.</li> <li><b>Assisted and facilitated</b> the BTL activities for the <b>launch of a new product</b> called "Smiley kadha" that acted as an immunity booster.</li> <li><b>Conceptualized</b> the plans &amp; policies for the execution before the <b>launch activities</b> and <b>analyzed</b> the key result are as to <b>assess</b> the impact.</li> </ul>			
PROFESSIONAL SKILLS			
MS Office, Digital Marketing, Leadership, Negotiation, Event Management, Copywriter, SPSS, Content Writing and Creating Presentations.			
CERTIFICATIONS			YEAR
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>Collecting and <b>analyzing</b> data to turn it into actionable insights, defining goals, and <b>segmentation</b>.</li> <li>Growing brand awareness, getting more conversions; ad networking, email marketing, optimizing UX.</li> <li>Building a local search presence, <b>SEO, SEM</b>, creating landing pages, and <b>social media marketing</b>.</li> </ul>		<b>2021</b>
POSITIONS OF RESPONSIBILITY			YEAR
<b>Fundraiser, RCSM</b>	<ul style="list-style-type: none"> <li>Top fundraiser: <b>raised 40% funds of INR 20000</b> for cancer patients by organizing an event "<b>Strike out Cancer</b>" on 7th November 2019 for Rotaract Club of Soaring Monks, a not-for-profit club.</li> </ul>		<b>2021</b>
EXTRACURRICULAR ACTIVITIES			YEAR
<b>AIIESEC</b>	<ul style="list-style-type: none"> <li><b>Second runner up</b> prize in a national-level <b>storytelling</b> competition amongst 50 competitors.</li> </ul>		<b>2014</b>
<b>Sports Dept, Chandigarh</b>	<ul style="list-style-type: none"> <li><b>Awarded INR 5000</b> by the Sports Department of Chandigarh for winning <b>4 gold</b> medals (12 in total) in different interschool and state level tournaments in the fields of boxing, dodgeball, and wushu.</li> </ul>		<b>2009-2011</b>
<b>Music</b>	<ul style="list-style-type: none"> <li><b>Founder</b> of the band <b>Satyug</b>; lead vocalist as well as manager of the band well known in North India.</li> <li><b>Led</b> the team of 6 and reached up to 200000+ audience with more than <b>1 million</b> views on YouTube.</li> <li><b>Managed</b> the band for <b>3+ years</b>; <b>generated more than 1000 leads</b> and converted <b>80%</b> of them.</li> <li><b>Generated more than INR 1 lakh every month</b>, leading to more than <b>INR 44 lakhs in 3 years</b>.</li> <li><b>Marketed</b> the band; <b>enhanced and managed</b> social media presence of the band; <b>verified channels</b>.</li> <li>More than <b>11.3k</b> followers on Instagram and <b>1k</b> on YouTube; more than <b>2.5 lakh</b> streams on Spotify.</li> <li><b>Actively engaged</b> with the audience on platforms by regularly posting original and curated content.</li> </ul>		<b>2017-2023</b>