

DHRUV DATTA

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OBJECTIVE

To be an integral part of growing organization and help companies grow through personal development.

To believe in the **ASK** philosophy.

ATTITUDE that fits the organizational culture

SKILLS to be implemented that have been learnt till date

KNOWLEDGE a continuous process throughout life

PROFESSIONAL EXPERIENCE

Freelance Project Management – YouTube, Instagram, Facebook

- Handled the social media accounts of Pocket Recipes and Nature's Karma
- Launched the YouTube channel named "Pocket Recipes" which has ~200K Impressions in 6 months and ~500 subscriber base
- Building, managing and posting the content on various platforms to increase brand visibility
- Analyzing the quality of the content by using tools to attain more views
- Engaging with potential brands for collaborations to host master classes for the brand

Current Organization

TATA CAPITAL FINANCIAL SERVICES LTD.

June 2019 till date

Sales Relationship Manager

Key Performance Areas (KPA'S):

- Business Development from the channel partners DSA and driving the business with corporate channels such as SBJ BPO SERVICES LTD.
- Achieving Monthly Targets.
- Training the associated channels about the products.
- Working and empaneling new channels which were not working with the organization and driving business through them.
- Brought New Channels On board.
- Sourced Direct Cases for the organization.

Key Result Areas (KRA.S):

- Brand Building
- Training and Mentoring team members

Product: Business Loans

INDIABULLS CONSUMER FINANCE LIMITED

November 2017 - June 2019

Relationship Manager

Key Performance Areas (KPA'S):

- Business Development from the channel partners DSA and driving the business with corporate channels such as SBJ BPO SERVICES LTD.
- Achieving Monthly Targets.
- Training the associated channels about the products.

- Working and empaneling new channels which were not working with the organization and driving business through them.
- Brought New Channels On board.
- Sourced Direct Cases for the organization.
- **Key Result Areas (KRA.S)** : Brand Building in Delhi NCR
- Managing Corporate DSA's and driving business through them.
- Revived dead channels on board for Indiabulls and Drove business through them.
- Complete Understanding of the Business Loans and its various products.
- Calculating the eligibility and relooking some of the cases.
- Handling Corporate channels such as SBJ BPO SERVICES LTD, Andromeda

AREA OF INTEREST

- Content Management
- Social Media Surfing
- Analyzing Latest social media trends
- Sales & Marketing
- Brand Building

EXTRA CURRICULAR ACTIVITIES

- Participation in Literary Activities (Debates, Flip-Back, extempore, Essay Writing, Speech Writings etc.).
- Participation in Theatre in events like street plays and stage plays from National School of Drama.
- Managing all the School events and College events.
- Playing the Guitar and Participating in musical festivals.
- Managed Multiple College Festivals and Events.
- Was a part of College IEEE society and was able to host multiple Events (Technical and Cultural)
- Directing and controlling multiple cultural fests and was given the duty to develop Social Media Campaigns and to develop and execute a proactive social content calendar.

ACADEMIC PROFILE

- Bachelor Of Technology *(Instrumentation and Control Engineering) from Bharti Vidyapeeth College Of Engineering, (2013-2017)
- Class 12th from CBSE Board. (P,C & M), from Springdales School Pusa Road 2013.
- Class 10th from CBSE Board, (P,C & M), from Springdales School Pusa Road 2011.

PERSONAL DETAILS

Father Name	:	Late Samir Datta
Date of Birth	:	February 26 th 1995
Address	:	Flat Number 66 Sahridya Apartments Paschim Vihar East
Languages Known	:	English, Hindi.

