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|  **Palvi Proch** FEMALE, DOB: OCT 16th, 1991 | ✆ : +91 7304454380🖂 palu161091@gmail.com  <https://www.linkedin.com/in/palvi-proch-63803367/> |



 Profile Summary

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| Banking professional having more than 3 years of experience in Product and Project Management in BFSI domain. Hold an M.B.A. in Marketing Management (PGDM) from IIM, Rohtak. Graduated with Bachelor’s Degree in Metallurgical & Materials Engineering from IIT Roorkee. Looking for opportunities offering career prospects in Marketing domain (Product & Project Management/ Corporate Brand Management/ Digital Marketing) in BFSI/ FMCG/e-com sector. |

Scholastic Record

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| **Year** | **Degree** | **Institute** | **CGPA/%** |
| 2017 | PGDM( Marketing and Human Resource Management) | IIM, Rohtak | 6.01/10 |
| 2014 | B.Tech (Metallurgical & Materials Engg.) | Indian Institute of Technology Roorkee  | 6.12/10 |
| 2009 | 12th(CBSE) | Army School Kaluchak, Jammu | 79.60% |
| 2007 | 10th(CBSE) | Army School Kaluchak, Jammu | 93.2% |

 Primary Skills

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| * Product Management & Delivery
 | * CRM
 | * Digital Marketing
 | * Financial Modelling & Excel
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| * Market Research
 | * Business Development
 | * Content Management
 | * Data Science and Analysis
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 Work Experience (December 2018 - PRESENT)

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| **ICICI Bank, Corporate Office, Mumbai** |  **Senior Product Manager** | **International Banking Group** |
| **Roles & Responsibilities** | * Driving remittance to India from geographies viz the USA, the UK, Japan, Singapore, Hongkong through International Wire/ Bulkwire Transfers and other modes like Foreign Currency Cheques and Undirected Payments by exploring, conceptualizing and building new product propositions to drive product delivery, along with relevant stakeholders, viz Salesforce, Technology, Operations and Compliance
* Managing product launch related activities in coordination with stakeholders
* End-to-end program management for products and programs launched
 |
| **Projects Undertaken** | * Online tracking of International Wire Transfers through Retail Internet Banking
* Inclusion of International Wire as a payment mode in ICICI Bank Eazypay portal for fee payment to Indian Universities by overseas students
* Onboarding client portals via ICICI Bank’s Application Programming Interface (API) for merchants, including Educational Institutes ( NIT Warangal, PEC, Chandigarh), Central Government Disaster Management Relief Fund ( Kerala Floods, Odisha Floods), Seafarer Companies ( Brightwell Inc) and National Events such as Defence Expo Event- New Delhi 2020, International Geological Congress (IGC) 2020
* Automation of process of salary disbursement by Corporates to employees through Bulkwire channel
* Process improvement and system/ application related changes
* Corporate Relationship Management for HNI and other clients by providing preferential rate, over the regular exchange rate for high value transactions
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(May 2017 – December 2018)

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| **SBI Life Insurance Co. Ltd, Corporate Office, Mumbai** | **Assistant Manager** | **Product Management Dept.** |
| **Roles & Responsibilities** | * Dealt with the planning, forecasting, production & marketing of product at all stages of product lifecycle
* Involved in activities associated with the launch of product offering benefits similar to SIP/Mutual Funds
* Actively associated with new product development like the ones related to diabetic & cardiovascular care
* Led ideation for content generation for mobile app for financial planning & investment avenues
* Core member for MIS and competitor analysis across all product categories
* Designed product creatives as part of product pre-launch, occasion based marketing & advertising
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Summer Internship (9 Weeks)

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| **Capital Float (Zen Lefin Pvt Ltd)** |  **Marketing** | **Apr 2016 – May 2016** |
| **Project Details:** Fraud Module Analysis |
| **Methodology** | * Analyzing scenarios based on defined criteria which can be useful in determining conditions of bad loans
* Preparing MIS and live dashboards using tools like Power BI, R, SQL
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Corporate Projects

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| **Hay Stack Marketing Services Pvt Ltd** | * Worked on creation and usage of content for Chakra (a website for innovative and nontraditional media in India)
* Providing solutions to problems related to developing marketing strategies on the portal.
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| **Sciative Solutions** | * Conducted a detailed assessment of Indian OVS (Online Video Streaming) Market & customers
* Performed critical analysis of competition, platforms, customers and existing networks.
* Proposed a launching strategy for a new player planning to enter the OVS Market in India
 |
| **Trip Advisor** | * Carried out Data Validation and Analysis of Trip Advisor’s Restaurant base in Delhi-NCR
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| **Udemy** | * Digital Marketing Fundamentals with Live Projects in FMCG & Service Sector
* R Programming with Data Science and Analysis
* Project Management
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Positions of Responsibility

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| **Coordinator** | Coordinator, Infusion(Cultural Fest), IIM Rohtak *2015-17* |
| **Coordinator** | Coordinator, Run for Girl Child- Mini Marathon, IIM Rohtak *2015-17* |
| **Member, NSS** | Member of NSS, IIT Roorkee *2010-14* |
| **Member, HEC** | Member, Himalayan Explorer’s Club (HEC), IIT Roorkee  |  *2010-14* |

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| **Hobbies** | Reading books, Playing Table Tennis & Badminton, Travelling |