

Kumudh Raj

Assistant VP-Online Business | Digital Marketing Strategist

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Summary

Diligent and driven manager who has achieved success in a variety of roles with increasing levels of responsibility. An effective communicator and team-builder with strong analytical, management and organizational skills.

Experience

Assistant VP- Online Business at Narnolia

April 2016 - Present

Interact with customers to provide and process information in response to enquiries, concerns, and requests about products and services.

To coordinate with product and research team for taking investment decision to the clients

Managing sales & marketing operations, increasing sales growth and driving sales initiatives in order to achieve business goals

Generating leads through various resources such as centrally by tele-sales, Online platform, campaigns in corporates

Identifying prospective clients, generating business from the existing clientele, thereby achieving the business targets; strategizing the long-term business directions of the region to ensure maximum profitability in line with organizational objectives

Developing, managing & optimizing digital marketing campaigns on daily basis to maximize ROI.

Coordinate with the the Product & Technology teams to improve the overall product experience & improvements for the end customers

Devising strategies to drive online traffic to the company website.

Performance Marketing (SEM, SEO, E-mail, Mobile campaign, Display campaign, Audience profiling, Programmatic Buying, SMS, CRM)

Conducting competitor analysis & competency mapping for keeping updated of market trends and competitor moves to achieve market share

Monitoring customers & ensuring customer satisfaction by achieving delivery & service quality norms

Attending to clients' complaints and undertaking steps for effectively resolving them and Interacting with the customers to gather their feedback regarding the product satisfaction

Creating and sustaining a dynamic environment that fosters the development opportunities and motivates the high performance amongst the team members

Head- Reactivation at Narnolia

April 2015 - March 2016 (1 year)

Managed centralised trading team of dealers to ensure hassle free trading experience to the customer.

Interact with Inactive customers to provide and process information in response to enquiries, concerns, and requests about products and services.

To coordinate with product and research team for taking investment decision to the clients.

Monitored customers & ensuring customer satisfaction by achieving delivery & service quality norms.

Branch Manager at Narnolia

April 2013 - March 2015 (2 years)

Spearheading entire business development through online & offline product sales & expansion for Team in each potential pockets for the Acquisition & revenue building.

Managed sales & marketing operations, increasing sales growth and driving sales initiatives in order to achieve business goals.

Identified prospective clients, generating business from the existing clientele, thereby achieving the business targets; strategized the long-term business directions of the region to ensure maximum profitability in line with organizational objectives.

Monitored customers & ensuring customer satisfaction by achieving delivery & service quality norms.

Senior Manager- Direct Channel at Narnolia

November 2010 - March 2013 (2 years 5 months)

Managed Relationship Managers/ Business Partners of the network and advise them to cross sale and all.

Overall client satisfaction including acting as the senior client relationship manager, ensuring there is a good dialogue between client and team and clients are kept abreast of internal changes and new initiatives.

Led sales calls with team members/RM's/Branch Heads/ Business Partners to establish sales and customer retention goals.

Monitored customer preferences to determine focus of sales efforts.

Relationship Manager at Narnolia

January 2007 - October 2010 (3 years 10 months)

Achieved the Business target assigned in Terms of, generating revenue, acquiring clients, enhancing, & upgrading the client relationship and all.

Ensured the highest level of service to the clients.

Responsible for cross selling products like Insurance, Mutual Fund, PMS, SIPs, IPOs etc to the existing set of customers.

Profiled Clients & Suggested financial products (Equity) to meet customer needs as per their risk appetite.

Education

Mindstairs

Digital Marketing, Digital Marketing

Alagappa University, Alagappa Nagar, Karaikudi

Master of Business Administration (MBA), Marketing, 2011 - 2013

Modern Academy

Honors and Awards

No.1Team Leader Award

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[Contact Kumudh on LinkedIn](#)