

MARKETING & BUSINESS ANALYST

Proven leader for over 10 years in the financial industry specializing in design, development and implementation of marketing strategies. Leads teams to results with project management and task force/team building skills. Competencies in Strategy Execution, Analytics, Communications, & Problem Resolution.

CAREER HIGHLIGHTS

- Delivered best practices to national sales staff **in support of 5.5K + branches** at Chase
- **Created/managed 625+ Websites** for Fortune 500 clientele at Chase
- Managed marketing campaign **leading to 60% increase in yearly production** at Bank of New York
- **Increased site traffic by 200% over 6 month period** at Bank of New York
- **Created and sustained multi-million dollar pipeline within initial implementation** at GMAC

PROFESSIONAL EXPERIENCE

JPMORGAN CHASE, New York, NY / Columbus, OH

2007–2013

Marketing Analyst/Business Analyst, Vice President

- Provided support to national sales teams to deliver great customer experience, improve sales behaviors, acquire new customers, deepen relationships and grow balances within Consumer & Community Banking.
- Played key role in technical and project support. Created innovative reporting options, provided business analytics, performance metrics & trends to senior management. Developed reports to help guide strategic direction. Analyzed and drew conclusions from large data sets and sales information to **deliver best practices to national sales staff in support of 5.5K + branches**.
- Built relationships with internal lines of business to expand delivery of product and increase sales production by deepening relationships within Commercial Banking & Mortgage sectors. **Integrated sales activity on national level impacting scorecard for 600 Commercial Bankers**.
- Defined strategy, vision and blueprint for websites. Built robust, user-friendly website customized for national sales force. **Created/managed 625+ Websites for Fortune 500 clientele**.
- Coordinated large scale migration to iSpace for 150+ sales professionals across the nation.

THE BANK OF NEW YORK, New York, New York

1997–2007

Marketing Product Manager, Vice President (1998–2007)

- Led product marketing, market strategy, branding, advertising and product development.
- **Facilitated growth in achieving record sales in new account growth**. Improved bank-at-work program sales process as proactive distribution channel. Focused on cost efficient methods to motivate member companies to actively promote program.
- **Managed all facets of marketing campaign leading to 60% increase in year over year production**.
- Enhanced website to include interactive functionality. Integrated product promotions, third party alliances, and screen flow efficiencies. **Increased site traffic by 200% over 6 month period**.

Marketing Information Analyst, Assistant Treasurer (1997–1998)

- Supported Marketing Information Department in design and analysis of consumer and business research, marketing analysis and reporting on competitors' product features and pricing/advertising spending trends. Supported annual budget planning process.
- Provided recommendations on strategies to narrow product gaps in marketplace.
- Compiled market share analysis for senior management using syndicated research and published databases for consumer, corporate and branch markets.

THE BANK OF NEW YORK, continued:

- Automated rate reporting workflow. **Increased productivity and produced efficiencies by reducing manual workload by 30%.**

RELATED EXPERIENCE

GMAC MORTGAGE CORPORATION, Jericho, New York

Mortgage Specialist

- Originated residential mortgage loans, refinances and home equity loans in segmented markets. Cultivated niches in government loans, ethnic markets and corporations.
- Built lead-generating and tracking system to facilitate sales. **Effort created and sustained multi-million dollar pipeline within initial implementation.**
- Developed large referral base through industry agents. Combined forces with internal groups including underwriters and processors to determine creditworthiness of potential homebuyers.

HOFSTRA BUSINESS CONSULTING GROUP, Hofstra University

Executive Consultant

- Not-for-profit consulting firm that provides marketing/financial services to local businesses.
- Led team and served as direct liaison to clientele on multiple projects.
- Recommended marketing strategies as a result of primary research collection and interpretation.
- Designed questionnaires, analyzed and interpreted statistical data to prepare and craft comprehensive market research reports.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

HOFSTRA UNIVERSITY, FRANK G. ZARB SCHOOL OF BUSINESS, HEMPSTEAD, NEW YORK

- Concentration: **MARKETING**
- SUB-Concentration: **INTERNATIONAL BUSINESS**

BACHELOR OF ARTS

NEW YORK UNIVERSITY, NEW YORK, NEW YORK

- Major: **ECONOMICS**
- **Omicron DELTA EPSILON CHAPTER MEMBER: INTERNATIONAL ECONOMICS HONOR SOCIETY**

ADDITIONAL QUALIFICATIONS

LANGUAGES: English, Urdu, Hindi, Spanish

PC PROFICIENCIES: Microsoft Office, HTML, Dreamweaver, Hyperion, Business Objects, SharePoint, Basic MS-Access, SQL