

PROFILE

Marketing Analyst/Business Analyst, with 15+ years of experience in the financial industry and a specialty in the design, development and implementation of management strategies. Team-oriented professional with multi-dimensional, cross-functional abilities within project management. Goal-oriented and self-motivated, with strong task force/team building skills including:

- Strategy Execution
- Analytical
- Autonomous
- Communication
- Overcoming Obstacles
- Problem Solver
- Presentation
- Adaptable
- Efficient

PROFESSIONAL EXPERIENCE

JPMORGAN CHASE, New York, NY / Columbus, OH

April 2007 – December 2013

Marketing Analyst/Business Analyst, Vice President

- Provided tools, job aids and sales support to national sales teams to more effectively and efficiently deliver a great customer experience, improve sales behaviors, acquire new customers, deepen relationships and grow balances within Consumer & Community Banking.
- Played a key role in providing technical, intellectual and project support to meet needs of the business. Created innovative reporting options, provided business analytics, performance metrics & trends to senior management. Developed reports to help guide strategic direction of the business. Collected, analyzed and drew insights and conclusions from large data sets and other sales information to deliver best practices to national sales staff in support of 5.5K + branches.
- Built relationships with internal lines of business to corroborate program's success, expanded delivery of product and increased sales production by deepening relationships within the Commercial Banking & Mortgage lines of business. Integrated sales activity on national level impacting scorecard for 600 Commercial Bankers.
- Define strategy, vision and blueprint for internal and external websites. Built a robust, user friendly internal website customized for national sales force. Create and manage 625+ exclusive external Web sites 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

April 1998 – March 2007

Marketing Product Manager, Vice President

- Responsible for product marketing, market positioning & strategy, branding, advertising and product development for bank at work program.
- Supported and facilitated growth of program in achieving record sales in new account growth. Improved bank-at-work program sales process as a proactive distribution channel. Focused on cost efficient methods to motivate member companies to actively promote the program.
- Managed all facets of marketing campaign leading to a 60% increase in year over year production.
- Expanded and enhanced program's website to include robust interactive functionality. Integrated product promotions, third party alliances, online promotions and screen flow efficiencies. Increased site traffic by 200% over 6 month period.

Client Name

@gmail.com

Columbus, Ohio

linkedin.com/in/name

C: (xxx) yyy-zzzz

Marketing Information Analyst, Assistant Treasurer

November 1997 – March 1998

- Supported Marketing Information Department in design and analysis of consumer and business customer research, marketing analysis and reporting on competitors' product features and pricing as well as competitor 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.
- Automated rate reporting workflow. Increased productivity and produced efficiencies by reducing manual workload by 30%.

GMAC MORTGAGE CORPORATION, Jericho, New York

August 1995 – October 1997

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.
- Maintained competitive standing within aggressive entrepreneurial environment.

HOFSTRA BUSINESS CONSULTING GROUP, Hofstra University

October 1992 – February 1994

Executive Consultant

- Not-for-profit consulting firm that provides marketing/financial services to local businesses.
- Lead 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**
- **Major GPA: 3.8 / 4.0**
- **Overall GPA: 3.6 / 4.0**

BACHELOR OF ARTS

NEW YORK UNIVERSITY, COLLEGE OF ARTS AND SCIENCES, NEW YORK, NEW YORK

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

ADDITIONAL QUALIFICATIONS

LANGUAGES: Fluent in English, Urdu, and Hindi. Working knowledge of Spanish

PC PROFICIENCY: Microsoft Office, HTML, Dreamweaver, Hyperion, Business Objects, SharePoint, Basic MS-Access, Gaining Proficiency in SQL