

VAISHNAVI ETTABOINA

Hyderabad, INDIA

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Profile Summary

Enthusiastic and adaptable professional with foundational experience in digital marketing and relationship management. Currently exploring product management principles, with strong communication, analytical thinking, and a customer-centric mindset. Eager to contribute to cross-functional teams in dynamic environments and drive innovation in user-focused solutions.

Work Experience

Personal Banker – Executive Trainee (Assistant Manager)

HDFC Bank | Hyderabad

June2023- February2024

- Delivered personalized banking solutions by assessing clients' financial needs and suggesting suitable products (e.g., savings accounts, credit cards, loans, and investment options).
- Built and maintained strong relationships with clients to ensure customer satisfaction, loyalty, and long-term engagement.
- Cross-sold banking products, consistently meeting sales targets and contributing to branch revenue.
- Handled day-to-day banking operations including account openings, service requests, and transactional support.
- Collaborated with internal departments (operations, credit, and compliance) to ensure timely resolution of customer issues and smooth processing of requests.
- Advised customers on digital banking tools and supported onboarding to mobile and internet banking platforms.
- Ensured strict adherence to compliance norms, KYC guidelines, and risk management protocols.

Education

MBA – HR & Marketing

Institute of Public Enterprise, Hyderabad | 2023 | 72%

B.Com – Commerce

Osmania University | 2021 | Grade: 70%

Higher Secondary (12th Grade)
TSBTET | 2019 | Grade: 60–64.9%

Key Skills

- CRM & Sales
- Account Management
- Communication
- People Management
- Microsoft Office Suite / Google Workspace

Certifications

- Google Ads for Beginners
- Organic Marketing: Facebook Groups for Small Businesses
- Digital Marketing in AI
- Basic Introduction to Product Management

Languages

- English
- Telugu
- Hindi

Projects

A Study on Job Satisfaction

- Performed data entry tasks to update employee records and personnel files
- Scheduled interviews and supported recruitment processes
- Created job descriptions for various organizational roles