

# Anshu Pal

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## PROFESSIONAL EXPERIENCE

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### ANAROCK CONSULTANTS

Senior Associate |

GURUGRAM, IN

Oct'24-till date

- **Engagement:** Engage with potential homebuyers to understand their financial needs and preferences. Collaborate with internal teams like sales, operations, and credit teams to gather input on loan products and customer pain points.
- **Monitoring:** Analyze and streamline loan application workflows to enhance efficiency, reduce turnaround time, and improve customer satisfaction. Monitor key metrics like loan disbursement rates and application processing time.
- **Collaboration:** Work with IT teams to ensure the CRM or loan management systems are optimized for operational needs. Provide inputs on system enhancements based on field observations.
- **Enhancement:** Act as a liaison between customers and financial institutions, ensuring that customers understand their options and that processes align with their expectations.
- **Risk management and Compliance:** Ensure adherence to regulatory requirements in the home loan process and mitigate risks by implementing control mechanisms.

### UNACADEMY

Senior BDE |

NOIDA, IN

Mar'24-Sept'24

- **Revenue Growth:** Increased overall sales revenue by **25%** within 4 months by identifying and converting new business opportunities and upselling existing accounts.
- **New Client Acquisition:** Successfully acquired **10** high-value clients, contributing to a **30%** increase in the company's client base.
- **Market Expansion:** Penetrated new markets, resulting in an additional **20%** growth in annual revenue from previously untapped regions.
- **Lead Generation:** Implemented a new lead generation strategy, increasing qualified leads by **40%** and improving conversion rates by **15%**.
- **Revenue from New Products:** Contributed to a **15%** increase in revenue by successfully launching new products/services and training sales teams on the value proposition.

### BAJAJ FINSERV

Manager | PAM

GURUGRAM, IN

Feb'23-Jan'24

- **Compliance & Risk Reduction:** Achieved **100% compliance** with regulatory standards, successfully passing internal and external audits with zero discrepancies.
- **Cross-Functional Collaboration:** Worked with cross-functional teams to implement a new CRM system, improving sales tracking and increasing lead conversion by **18%**.
- **New Market Penetration:** Spearheaded the launch of new products/services in untapped markets, achieving a **12%** growth in market share within the first quarter.
- **Team Leadership:** Led and mentored a team of 4 members, improving team performance and achieving **20%** improvement in productivity.
- **Increased Operational Efficiency:** Streamlined core processes, reducing loan processing/transaction times by **20%**, resulting in faster customer turnaround and higher satisfaction.

## EDUCATION

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### ICFAI BUSINESS SCHOOL

GURUGRAM, IN

*Master of Business Administrations; Major in Analytics*

2021-2023

- Started earning working within 1 year of MBA (only 5 students out of entire class)

### DELHI UNIVERSITY

NEW DELHI, IN

*Bachelor of Science*

2018-2021

- Research paper selected to be published in the International Journal for Scientific Research and Development.

## ADDITIONAL INFORMATION

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- Technical Skills: **JIRA, AXURE, BALSAMIQ, MS VISIO, POWER BI, TABLEAU, EXCEL, SQL, POWERPOINT**
- **Marketing Analytics** (April 2022), **Advance Excel** (May 2022), **Business Analyst** (NOV 2024)
- Live Project: Completed Live Project in **Waterfall** and **Agile** methodologies. Leveraging tools like Excel, Power BI, JIRA, and Visio for precise task management along with wireframing techniques from June 2024 to Nov 2024.
- Languages: Fluent in **English, Hindi (Native)**

## EXTRACURRICULAR

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- **7,000+** impressions for a competition organized, **500+** registrations secured, and **130%** increased digital reach. (2020)
- **Winner** at Inter-school Essay Writing, Drawing, Volleyball, and Yoga competitions.