

Aakriti Surana

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Experience

Aug'2024–Present	Bachoomal Gallery, Business & Marketing Consultant Bachoomal Group is a prominent retail and trading enterprise specializing in ethnic and contemporary apparel for all. <i>Business Strategy, Initiatives & Impact</i> <ul style="list-style-type: none">- Launched new women's ethnic apparel division, increasing MoM orders by 120% due to high range of margins- Configured ERP inventory modules to support stock tracking and auto-replenishment triggers reducing delay cycle- Enhanced customer service and retention by 15% through integrated WhatsApp outreach and social channel onboarding- Curated operational workflows driving a 20% increase in monthly sales through improved inventory planning.- Automated several operational tasks which helped the company in cost reduction of logistic expenses by 3%	AGRA
Feb'2023-Jul'2024	EMB Global, Project Delivery Manager EMB Global is a digital transformation firm delivering IT, marketing, and emerging tech solutions across AI, blockchain. <i>Product, Tech, Project & Stakeholder Management</i> <ul style="list-style-type: none">- Leading a team of 3, delivered 20+ projects across platforms like ERP, Web & App development, SaaS, custom solutions- Contributed to 15% of the company's GMV MoM by identifying high-ROI segments and re-aligning growth strategy- Optimized customer journey by onboarding 30+ clientele on CogniSaaS, leading to 10% increase in customer LTV- Led delivery for Titan, Portronics, RO Care etc.; generated ₹1Cr+ in cross-sell & upsell revenue- Utilized JIRA to automate project tracking and reporting, driving improved delivery metrics and a boost in user satisfaction	GURGAON & MENA
Apr'2020–Jan'2023	ICICI Bank, Transaction Banking, Account Manager ICICI TXN Banking provides integrated financial solutions like cash management, trade finance, and payment services. <i>Data & Financial Analysis, Fundraising</i> <ul style="list-style-type: none">- Uncovered operational pain points and co-created tailored banking solutions, reducing TAT by 30% for 30+ clients- Delivered product walkthroughs for key offerings like Export Bill Negotiation, LC Bill Discounting, and CMS, directly contributing to ₹7 Cr in operating income, with a 85% quarter-over-quarter increase to ₹13 Cr- Collaborated with CXOs and finance heads to implement cash flow optimization strategies, unlocking ₹60+ Cr in additional AUM and improving CASA ratio by 18% through data-driven insights- Led MCA Project on PAN India level, boosted start-ups & SMEs by providing financial aid; for more than 60 companies	MUMBAI & AGRA
Jul'2019–Mar'2020	ICICI Bank, Wealth Department, Relationship Manager ICICI Wealth Dept. offers personalized banking & investment solutions to HNI clients to help grow and manage their wealth <i>Portfolio & Fund Management</i> <ul style="list-style-type: none">- Managed HNI portfolios with CRV above ₹2.5 million, building relationships through personalized financial strategies- Built a high-yield sales pipeline, beating market benchmarks by 5% via effective portfolio and cross-sell tactics- Advised portfolio of 100+ HNI clients on multi-asset investment strategies, driving a 20% YoY growth in AUM	MUMBAI
Jul'2016-Apr'2019	Mithibai College, University of Mumbai BAF (Bachelors in Accounting & Finance) CGPA 7.0	MUMBAI
Jun'2016 Apr'2014	Delhi Public School XII: 90.4% X: 9.2 CGPA	AGRA
Social Initiatives		
Apr'2022-Jul'2022	Helping Hand Foundation NGO <ul style="list-style-type: none">- Led Literacy Month with a team of 10 members in educating children covering over 11 government schools in Agra	
Oct'2021-Jan'2022	Ek Pahel NGO <ul style="list-style-type: none">- Developed syllabus for mid-term semester, increasing attendance by 30%; improving average scoreboard by 25%	
Oct'2017-Oct'2018	Joy of Giving: Fundraiser Campaign <ul style="list-style-type: none">- Administered the Giving Day event where we managed to collect funds, aiding over 100 plus students for tuition	
Certifications & Extra Curricular		
2021	KPMG Virtual Internship Program: : Certified for data analytics course in after sale automobile project	
2019	NISM-Series-V-A (MFD) & IRDA- Corporate agent certificate	
2018	Case Study and Economics Plan Competition Jai Hind College, Mumbai, securing 3rd position	
2016	Council Member; Cultural Captain in Delhi Public School Agra	
Skills	Project Delivery, Client Management, Operations Strategy, Financial Analysis, Customer Success Tools: JIRA, Excel, MS Office, Zoho CRM	
Interests	Sports, Science, Travel Journaling, Mentoring	