



PRACHI AGARWAL

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Career Objective:

I am eager to leverage the technical underwriting skills to contribute the organization effectiveness. The understanding of insurance demographic and industry helps me better articulate the opportunities in insurance market. The knowledge and skills help me to better understand the challenges and changes in the insurance market. Seeking the opportunities to dedicate impactful solutions and contribute to success of a progressive organization.

Profile Summary

- Presently working in Tata Motors Insurance Broking and Advisory Services. (TMIBASL) as an Assistant Manager in Client Servicing.
- A marketing executive with 3+ years of experience building lucrative sales pipelines and securing new business.
- Unlink Reinsurance Program certification from Swiss Re.
- A proven track record of improving annual sales revenue and deep knowledge of insurance products.

Specialisation:

Insurance	Marketing
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Internship

Level: Post-Graduation

Organisation Name: Chola MS, Headquarter, Chennai

Internship Title / Study: "A Study on Analysis of Indian Health Products with International Health Products"

Duration : 2 Months

Internship Role: Underwriter (Product Development)

Key Result Areas:

- **Objective:** The goal was to identify and provide valuable insights on competitor analysis to Chola MS on health insurance products.
- **Methodology:** Includes data collection, comparison, statistical analysis, and research techniques to derive meaningful conclusions.
- **Learning:** Gain valuable insights into the intricacies of health insurance, product analysis. Identify process and best practices of competitor. Conduct in-dept market research on health insurance product and suggest data driven insights.
- **Business Contribution:** The ultimate contribution to Chola MS will be in the form of a detailed report and insights for improvement and development of health insurance products in the Indian market.

Work Experience:

Organisation Name: MD Surya International, Lucknow (UP)

Designation: Marketing

Duration: 3 years

Key Responsibility

- Responsible for overseeing all activities related to conceptualizing and implementing market strategy, ensuring the achievement of targets.
- Specific responsibilities include conducting market research, strategic planning, and developing both digital and online marketing campaigns.

Academic Credentials

- Pursuing PGDM from Institute of Insurance and Risk Management (IIRM), Hyderabad, (PGDM Batch 2022-24) with Marketing and Insurance specialization.
- Graduation in B. Sc from Lucknow I.T College, Lucknow.
- 12th CBSE from Rani Laxmi Bai SCC School, Lucknow.
- 10th CBSE from Rani Laxmi Bai SCC School

Certifications

- Assess for Success: Marketing Analytics and Measurement (Coursera)
- Introduction to Social Media Marketing (Coursera)
- Foundations of Digital Marketing and E-commerce (Coursera)
- Attract and Engage Customers with Digital Marketing (Coursera)
- Think Outside the Inbox: Email Marketing (Coursera)
- Likes to Lead: Interact with Customers Online (Coursera)
- Make the Sale: Build, Launch, and Manage E-commerce Stores (Coursera)
- Satisfaction Guaranteed: Develop Customer Loyalty Online (Coursera)
- Exploring and Producing Data for Business Decision Making (Coursera)
- Meaningful Marketing Insights (Coursera)
- Introduction to Time Value of Money (TVM) (Coursera)
- Advanced Concepts in Time Value of Money (TVM) (Coursera)

Technical Skills

- SPSS
- R Programming
- Microsoft Word, Excel and PowerPoint.

Extracurricular Activities

- Associate with YAYAWAAR Foundation, Lucknow (UP) as a volunteer.
- Professional kathak dancer 4 years from Bhatkhande Music University

Personal Details

Date of Birth: 21/05/1995
Permanent Address: 532/429 Bansari tola Aliganj Lucknow, U.P
Languages Known: English, Hindi

Place: Mumbai **Prachi Agarwal**