

# Asif Ali K A

I intend to build a career with a professionally managed company, to explore my skills and knowledge efficiently for the organizational growth. As a dynamic and results-driven professional with extensive experience in business development and marketing. I am excited about the opportunity to contribute to innovative strategies that enhance market presence and deliver exceptional value to clients.

## Work Experience

### Sales Executive, Derby Sales Management (Mashreq Bank)

Sep 2024 - Present (UAE)

- Identifying potential customers (individuals or businesses).
- Evaluating eligibility based on income, credit score, and repayment capacity.
- Assisting with the application process and document verification
- Ensuring customer understanding of interest rates, fees, and repayment terms.

### Senior Business Development Executive, SBI Life Insurance

Oct 2021 - Aug 2022

- Promote Loan Protection Insurance – Offer insurance policies that cover loan repayments in case of unforeseen events like death, disability, job loss, or critical illness.
- Collaborate with Bank – Coordinate Bank to integrate insurance offerings with loan products.
- Achieved 90% Conversion Rate – Effectively converted potential customers into loyal policyholders.

### Credit Life Officer, Canara HSBC

Oct 2021 - Aug 2022

- Identify Potential Customers – Target borrowers who have taken or are applying for loans and explain the benefits of loan protection insurance
- Process Improvement Initiatives – Suggested and implemented strategies like social events that streamlined sales and customer onboarding.

### Marketing Executive, Aditya Birla Sunlife Insurance

Feb 2020 - Apr 2021

- Collaborate with Financial Partners – Train bank staff, financial advisors, and insurance agents to promote loan against insurance to their customers and demonstrating the necessity.

## Educational Background

### Graduation, B.com Computer Application With Tally

M G University, Ilahia College of arts and science  
Kerala

Sep 2014 - Mar 2017

- Specialization in Accounting and Marketing.

### High School Diploma In Commerce

Govt HSS Muvaattupuzha

Apr 2012 - Mar 2014

- Relevant coursework in Financial Management.

## Contact

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## Skills

### Skills

- Customer Relationship Management
- Resilience & Adaptability
- Goal-Oriented Mindset
- Networking Skills
- Problem-Solving Skills
- Leadership

### Technical Skills

- MS Excel
- Using CRM software and sales automation tools
- digital sales tools
- Through online communication platforms.

### Languages

- English (Fluent)
- Malayalam (Fluent)
- Hindi (Proficient)

## Personal Details

Fathers name : K P Alikunju

Date of birth : 09-09-1996

Marital status : Single