



# MANEESHA C

## Details

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## Education

**Master of Business Economics**  
Calicut University  
2020

**Bachelor of Economics**  
Calicut University  
2018

**Higher Secondary**  
Board of HSE, Govt of Kerala  
2015

**SSLC**  
Board of Public Examinations Kerala  
2013

## Certificates

- Insurance Regulatory and Development Authority of India (IRDA)
- Association of Mutual Funds in India (AMFI)
- Certified Business Accountant
- Tally ERP 9
- Peachtree

## Languages

- English
- Malayalam
- Hindi

## Profile

I am a versatile Banking professional with 4.5 years of experience in banking industry. My expertise lies in leadership, relationship building, and adaptability, which have been instrumental in managing teams and enhancing branch performance. Proficient in banking software and the MS Office Suite, I am committed to driving operational excellence and fostering collaborative environments. I am highly adaptable and eager to take on new challenges across various industries. I am open to exploring diverse opportunities in Dubai, where I can apply my managerial and operational skills to contribute to the success of a forward-thinking organisation.

## Experience

### DEPUTY BRANCH MANAGER (GRADE: DEPUTY MANAGER I) – ICICI Bank Ltd

*Oct 2023 - Nov 2024*

- Supervise daily branch operations, including customer service, transactions, and team performance.
- Implement policies to ensure compliance and operational efficiency.
- Lead a team of 4+ staff, focusing on professional development and performance improvement.
- Drive branch growth by fostering strong client relationships and achieving targets.
- Enforce compliance with bank policies, regulations, and industry standards to maintain operational integrity.
- Strategize and execute plans to meet and exceed branch sales and growth targets.
- Regularly assess team performance, providing constructive feedback and setting actionable improvement goals.

### WEALTH RELATIONSHIP MANAGER (GRADE: DEPUTY MANAGER I) – ICICI BANK LTD

*Apr 2023 - Sep 2023*

- Managed relationships with high-net-worth clients, offering personalized financial solutions.
- Provided investment advice and portfolio management, aligning with clients' financial goals.
- Contributed to client acquisition and portfolio growth.
- Enhanced client portfolios, achieving significant growth by identifying lucrative investment opportunities and aligning them with client goals.
- Championed seamless onboarding for new clients, ensuring personalized and attentive service from the outset.
- Actively identified and pursued prospects, expanding the client base through innovative engagement strategies.

### RELATIONSHIP MANAGER (GRADE: ASSISTANT MANAGER II) – ICICI BANK LTD

*Apr 2022 - Mar 2023*

- Engaged customers with comprehensive banking solutions, driving upselling and cross-selling initiatives.
- Expanded the customer base by onboarding new clients, enhancing the bank's footprint.
- Promoted Life Insurance, Mutual Funds, and Forex services, boosting client acquisition and portfolio revenue.
- Delivered personalized banking solutions to clients, addressing their financial needs and driving satisfaction.

## Computer Skills

- MS Word
- MS Excel
- MS PowerPoint

## Personal Details

Nationality : Indian  
Date of Birth : 20/04/1998  
Sex : Female  
Marital Status : Married

## Professional Skills

- Risk Management
- Regulatory Compliance
- Branch Operations Management
- Project Management
- Market Trends Analysis
- Cash Flow Management
- Account Reconciliation
- Product Marketing
- Time Management
- Sales Support and Upselling
- Teamwork and Collaboration

### CUSTOMER SERVICE OFFICER (GRADE: ASSISTANT MANAGER I) – ICICI BANK LTD

*Jul 2021 - Mar 2022*

- Provided exceptional customer service, resolving inquiries and managing day-to-day banking operations.
- Enhanced CASA balances through targeted relationship management.
- Delivered high-quality customer service, efficiently resolving inquiries and addressing banking concerns.
- Managed daily banking operations, ensuring smooth and accurate execution of customer transactions.
- Strengthened customer relationships through proactive engagement, driving increased satisfaction and loyalty.

### ASSOCIATE SERVICE DELIVERY MANAGER (GRADE: EXECUTIVE – INDUSLND BANK LTD

*Jul 2020 - Jun 2021*

- Managed customer financial transactions including deposits, withdrawals, and cheque clearances.
- Drove account openings and credit card sales, increasing product penetration. Achieved cash drawer accuracy and resolved account discrepancies within 24 hours on average.
- Oversaw customer financial transactions, ensuring accuracy and efficiency in deposits, withdrawals, and cheque clearances.
- Led efforts to drive account openings and credit card sales, enhancing product penetration and customer engagement.

## Achievement

- ❖ At ICICI Bank, I was entrusted with three different roles and consistently delivered strong results. Most recently, I was promoted to Deputy Branch Manager, where I successfully led a team of four members. One of my proudest achievements in this role was setting up a new branch from its operational side, activating the branch in all aspects, and achieving a book size of 30 crores within just three months of its inauguration. This experience showcases my ability to drive business growth, develop client relationships, and manage all operational aspects of a new branch setup.

## Declaration

Hereby declare that the above particulars of facts and information stated are true, correct and complete to the best of the belief and knowledge.

**MANEESHA C**