

## **Sneha Ghosh Dastidar**

**Contact:** 8123124550

**Email id -** sneha.ghosh.d@gmail.com



### **Executive Summary:**

Looking forward to serve in the management domain at your esteemed organization for creation of value as well as foster my growth as a corporate professional. I have 3+ years of relevant experience in Client Account Management. I specialize in laying out the marketing plan and strategies, managing US client relationships, account planning, strategic sourcing, operational and functional assessment, business research, tracking market trends, deep diving into accounts and also working with business partners across the firms to devise tailor-made solutions for maximizing client revenue and making an impact that matters. I am open to new ideas and learning. I am very keen and enthusiastic about business research and data analytics. Having a strong aptitude in client interactions, data analysis and representation & competitor intelligence.

---

### **Work Experience**

---

#### **Deloitte**

**April 2017 - Present**

*Financial Account Analyst - Client Account Management Team*

#### Key Responsibilities:

USI professional handling Deloitte's most strategic & premium Finance clients from Consulting, Advisory & Tax functions entailing the following key facets:

- **Knowledge Management and Research –**
  - Experience in conducting secondary research and analysis, database management to deliver quality information and research products as well as recurring deliverables, meeting personalized business needs
  - Experience in handling projects related to client facing meetings
  - Reporting - Identifies key client challenges, whitespace opportunities, gap analysis, generating insights on issue-based topics involving market trends on company, executive or industry applying frameworks such as SWOT, PESTEL
  - Developing and owning client-facing materials on go-to-market plans, client service strategy & planning, eminence & insights, client meeting support, pursuits/proposal support management
  - Creates marketing collaterals through competitive intelligence, company profiling, client briefing books, meeting materials, newsletters, quarterly earnings summaries using Deloitte internal tools
  - Experience knowledge of Deloitte research databases such as Factiva, Thomson street events, IBNR reports and data visualization tools like Power BI, Qlik
- **Project and Stakeholder Management –**
  - Owning the process for planning, scoping, allocating, executing and evaluating research projects singlehandedly or through a team of analysts, striving to bring increased efficiency or enhanced quality
  - Responsible for handling ad hoc project requests, stakeholder communications, pipeline management and analysis (Mercury Tool), project prioritization, project delivery and provides novel business solution through manifold approaches
  - Assists the account leadership to widen their relationship base by preparing executive profiles, organization charts and helps in developing relationship strategy and track relationship matrix
  - Responsible for creating Earning dashboard and report for the account clients
  - Work on providing and accessing inputs for RFP/RFI
  - Provide key marketing insights through usage of selective Power BI queries., Excel reports
- **Team Management and Account Activities –**
  - Prepare process documents and training module reports for new hires/junior team members
  - Manages account financial, opportunities, contracts, and protects Deloitte's brand and reputation by managing risks

## **Deloitte Specialties –**

- **Research Pro Program (2020)** – Successfully completed the ResearchPro program which is a six-month proficiency program that empowers professionals to hone their secondary research skills through a combination of learning, sharing, and applying.
- **Industry Proficiency Bronze Badge (Financial Services)** - A US/USI professional who has earned an Industry Proficiency Bronze: Financial Services badge has developed a strong foundation in Financial Services industry by completing a minimum of 20 hours of education and 1,000 hours of project experience within the industry.
- **Certifications -**
  1. Power BI Essential Training (Linked In Certification) – Oct 2020
  2. Solving Business Problems (Linked In Certification) – Oct 2020
  3. The Data Science of Retail, Sales and Commerce (Linked In Certification) – Sep 2020
  4. Competitor Analysis (Deloitte Certification) – Aug 2020
  5. Learning Data Analytics (Linked In Certification) – Aug 2020
  6. Learning Data Visualization (Linked In Certification) – Aug 2020
  7. Writing with Impact (Linked In Certification) – Mar 2020
  8. Organization Communication (Linked In Certification) – Feb 2020
  9. Writing Effective Business Reports (Kaplan Financial Education) – Aug 2017

## **Vibgyor High School, Bangalore**

**May 2013 - April 2014**

*Education Facilitator*

Key Responsibilities:

- Facilitate team communication
- Help determine the most suitable strategies, accommodations or modifications for teaching methods
- Facilitate the implementation of distinct goals

---

## **Academic Profile**

---

<b>Degree</b>	<b>Institute</b>	<b>University/Board</b>	<b>Year of Passing</b>	<b>CGPA/Percentage</b>
MBA(Master's)	ICFAI BUSINESS SCHOOL	IFHE, HYDERABAD	2017	7.49/10
B. Tech	MVJ College of Engineering	VTU, BELGAUM	2012	75.3%
12 <sup>th</sup>	K.V NAL	CBSE, DELHI	2008	74 %
10 <sup>th</sup>	Air Force School, ASTE	CBSE, DELHI	2006	86%

---

## **Internship**

---

### **PEARL Polymers Ltd, Bangalore**

**23<sup>rd</sup> Feb 2016 - 8<sup>th</sup> May 2016**

*Marketing Project Intern*

(To study the competitors in the industry and providing overall strategies to gain a competitive edge in the market with the help of Brand and Category understanding.)

---

## **Skillset**

---

### **Interpersonal**

- Assertive Communication Skills- both Verbal & Written
- Strong attention to detail and a strong analytical mind
- Ability to work independently and manage the time and priorities effectively
- Flexibility – to be able to manage changing circumstances.
- Use of initiative to provide innovative solutions to business issues.
- A strong analytical and logical focus to problem solving.
- Good listening and influencing skills
- Good documentation skills
- Ability to communicate with counterparts in other locations in their time zones where necessary for project delivery

## Technical

- Business process analysis and comparison
- Business consulting and insights
- Continuous process improvement and business enhancement
- Stakeholder engagement and communications from team to C Suite -level
- Process documentation
- Knowledge Databases - Thomson One, D&B Hoovers, Factiva
- MS Excel & PowerPoint presentation skills
- Salesforce tool (Opportunity Pipeline) Knowledge – “Mercury”
- Experience using SharePoint & MS teams’ platforms
- Basic knowledge on modules and work-spaces on Microsoft Dynamics 365 platform, hands on experience working on Power BI Dashboards

---

## Deloitte Achievements

---

Recognition – Outstanding performance (TIAA Financial Clients)

- For working on creating client facing documents and company profiling reports for the clients
- For owning the on-boarding process for different projects

---

## Deloitte Extra-Curricular Activities

---

- Participated in a Marketing Initiative – Research Pro Program 2020 (Deloitte)
- Member of the L&D program for Marketing Dept, 2019 (Deloitte)
- Member of the Advisory Council, Marketing Leadership (Deloitte)
- Member of the Rewards & Recognition team (Deloitte)
- Executive Member of Club Admire-The Official Advertising and Branding club of IBS (2015-17)
- Member of the Analytics Program launched in support of Genpact (2016)

---

## Personal Details

---

- Linguistic knowledge: English (Advanced), Hindi and Bengali
- Technical Knowledge: Microsoft office (Word, Excel, Power-point), SPSS, Salesforce Mercury Tool
- Interests: Sketching, Traveling