

ATRAJIT ROY

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PROFESSIONAL SUMMARY

IIM graduate with a specialization in marketing and a background in mechanical engineering. Currently working as an Assistant Manager at IDBI Bank with hands-on relationship management experience, plus an additional entrepreneurial track record, having co-founded a 40+ client B2B venture in 2020. Now targeting a Relationship Manager role in ICICI Bank's Wholesale Banking department — aiming to deepen client relationships through consultative engagement, financial analysis, and disciplined portfolio management.

SKILLS & COMPETENCIES

Relationship & Sales: Portfolio Management, Client Acquisition, Consultative Selling, Cross-Sell & Up-Sell, Negotiation

Marketing & Branding: GTM Planning, Digital Marketing, SEO & SEM, Visual Merchandising, Content Creation

Analytics & Tools: Advanced Excel, Power BI, Tableau, Google Analytics, Semrush, Figma, Adobe CC, MS Office

Leadership & Delivery: Project Management, Cross-Functional Teams, Stakeholder & Vendor Management

PROFESSIONAL EXPERIENCE

Assistant Manager — Industrial Development Bank of India (IDBI) Jun 2025 – Present

- Managed an 80+ client portfolio with ₹4+ Cr in balances, acquiring 50+ new customers and mobilizing ₹60+ lakh in FDs through consultative selling and structured relationship reviews.
- Drove branch profitability through cross-sell and up-sell across CASA, deposits, and loan products — ₹25+ lakh in incremental revenue — assessing client financials to recommend suitable banking and credit solutions.
- Owned end-to-end onboarding — account opening, KYC/AML, and documentation — with full regulatory adherence.
- Processed day-to-day transaction banking (NEFT/RTGS, remittances, cheques) and resolved operational queries.

Co-Founder — Foxware (Registered Venture) Jul 2020 – Jun 2023

- Co-founded and ran a B2B web-services venture serving 40+ clients, owning strategy, pricing, client relationships, and complete delivery from first pitch to final handover.
- Managed the complete client lifecycle — prospecting, pitching, negotiation, and long-term account management.
- Led a 4-person cross-functional team, taking projects from brief to launch in 3–5 weeks.
- Managed editorial operations for the venture's blog, using SEO to improve visibility and organic reach.

Sales & Marketing Intern — Furnishka Apr 2024 – Jun 2024

- Built a 45+ concept visual-merchandising playbook across 3 strategic areas to lift in-store brand presence.
- Executed 4 customer-engagement accessory lines, coordinating vendors and owning timelines end-to-end.
- Conducted in-person competitive analysis to surface market opportunities and consumer insights.

Content Writing Intern — VEPL (GREedge) Sep 2021 – Mar 2022

- Produced and edited specialized education content and contributed to VEPL's in-house dictionary project.

EDUCATION

MBA — Indian Institute of Management (IIM) Nagpur (CAT 98.92 percentile) Jun 2023 – May 2025

- Coursework: Brand Management, Digital Marketing & E-commerce, Sales & Distribution Management, Business Research Methods, Innovative Promotional Strategies, Management Consulting, and Retail Management.
- Executive Member, The Cineastes Club — led club operations and organized events with 200+ attendees.

B.Tech, Mechanical Engineering — Asansol Engineering College Jul 2018 – Jun 2022

- Leadership: Class Representative; Secretary, ISHRAE Student Chapter; Batch Point-of-Contact, NSS.

CERTIFICATIONS & ADDITIONAL INFORMATION

Certifications: Product Management — Phoenix Global; SEO & Marketing Analytics — Semrush

Languages: English, Hindi, Bengali

Activities: Toastmasters (public speaking), Debate & Elocution, Chess, Drama, Content Creation, NSS volunteering