



Rajani Kant Thakur

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OBJECTIVE

A results oriented professional with 12 + years of experience in campaign management, business development and customer service. Skilled in research, data analysis, project coordination and communication. Seeking a challenging role in the political or social impact sector to leverage skills and contribute to positive change.

EXPERIENCE

16th Nov
2023 -
31st
March
2024

- **Field Executive**

Vote Plus Consultancy

Worked for Manisha Ahlawat, president of women's wing RLD at Muzaffarnagar Constituency

- Identified impactful individuals in a Panchayat / block and categories them as mandatory and field as per the instructions provided.
- Connected and scheduled meetings with the identified individuals and conducted meetings.
- Generated leads and contact details through a combination of primary and secondary research.
- Identified suitable locations in a panchayat in terms of high visibility for conducting localised mass out reach campaigns and placing various visibility elements
- Done proper secondary research work to get basic understanding about Panchayat demography and polity, keeping in mind general political inclination in the area.

September
2023 -
November
2023
February
2023 -
August
2023

- **Analyst**

Electioneering Consultancy

Worked for Anil Kumar BSP President Bihar, Buxar Constituency

- **Loksabha Point of Contact (LPOC) Betul Constituency of Madhya Pradesh**

Aam Aadmi Party

- Managed ground campaign execution for the Betul constituency Madhya Pradesh in the recent assembly elections.
- Monitor campaign activities analysed data and prepared comprehensive reports for strategic decision making.
- Conducted primary and secondary research to identify key shoes and engage local stakeholders.
- Mobilized volunteers, organised rallies and events to generate voter support.

October
2018 -
May
2020

- **Home Loan Officer**

IndusInd Bank

- Delivered customer service by overseeing the entire loan process from application to closing.
- Maintained clear communication with customers and business partners throughout the loan cycle.

- Generated new business through marketing initiatives, cold calling and networking activities.
- Participated in community outreach programs to promote home ownership.
- Analysed borrower eligibility and identified appropriate loan products.
- Collected and uploaded loan documentation for accurate processing.

December
2012 -
August
2018

- **Senior Sales Officer**
ICICI Bank Ltd.

- Achieved sales targets by generating leads from branch walkings and external prospecting activity.
- Marketed and distributed a wide range of financial products including Saving accounts, Current accounts, Business Loan, Personal Loan, Gold Loan, Credit cards, Fixed Deposits and more.
- Assessed customer needs and offered tailored solutions to build long term relationships and secured repeat business.
- Built strong client relationships through personalized financial solutions and excellent customer service.

May
2011 -
November
2012

- **Sales Executive**
Paramount (Gift 365)

- Managed client appointments and presentations for corporate gift solutions.
- Conducted marketing search and identified potential business opportunities.
- Prepared daily reports to track sales activities and progress.

EDUCATION

2011

- **B.A (Hindi Hons)**
Indira Gandhi National Open University

2004

- **HSC. (10+2)**
West Bengal Council of Higher Secondary

2001

- **SSC. (10)**
West Bengal Board of Secondary Education

SKILLS

Communication Skills



Field Management



Campaign Management



Research and Analysis



INTERESTS

- Reading books
- Writing Poems

LANGUAGES

- Hindi
- English
- Maithili
- Bangla