

# Tanvi Bankar

Personal Assistant/Relationship manager

+919619474125 ◇ bankartanvi1996@gmail.com ◇ Maharashtra, India ◇ Open to Remote ◇ Open to Relocate ◇  
Open to On-Site ◇ [LinkedIn](#)

## SUMMARY

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Proactive and detail-oriented professional with over 3 years of diverse experience in executive support, trade assistance, sales, marketing, and data analysis. Proven ability to provide high-level administrative and operational support to senior executives and cross-functional teams in fast-paced environments. Skilled in calendar and email management, market research, CRM tools (Salesforce, Dynamics 365, LeadSquared), and data visualization tools such as Power BI and Tableau. Demonstrated success in client relationship management, coordinating international B2B meetings, preparing executive reports and presentations, and executing marketing strategies that drive measurable growth. Adept at multitasking, maintaining confidentiality, and ensuring seamless daily operations. Eager to contribute to C-suite level efficiency and success through strong organizational, communication, and problem-solving skills.

## WORK EXPERIENCE

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### Trade Assistant/ Assistant Manager to Flemish Economic Representative

Dec '24 — Present

Flanders Investment and Trade

India

- Provide high-level administrative and operational support to ensure smooth day-to-day office activities and workflow.
- Conduct in-depth market research to identify emerging opportunities and facilitate strategic business expansion for Flemish companies in India.
- Coordinate and schedule B2B meetings between Flemish businesses and potential Indian partners, maintaining professional communication throughout.
- Initiate and manage cold outreach campaigns to establish meaningful connections with prospective clients and partners.
- Prepare, edit, and organize business reports, marketing decks, official correspondence, and presentations to support trade promotion efforts.
- Maintain and manage CRM data using **Dynamics 365**, ensuring all information is updated, accurate, and easily accessible for the team.
- Collaborate with the marketing team to execute initiatives that increase visibility and awareness of Flemish businesses.
- Support the planning and execution of official events, delegations, and meetings by handling logistics, vendor coordination, and catering arrangements.
- Serve as a key liaison between internal departments and external stakeholders, ensuring effective and timely communication.
- Built and nurtured ongoing relationships with partners and stakeholders, and point of contact to ensure satisfaction, issue resolution, and long-term engagement.
- Assisted senior executives with calendar management, meeting coordination, communication handling, and report preparation—fulfilling duties similar to a **Virtual Assistant / Personal Assistant to C-suite executives**.

### Assistant Manager - Music Monetization

Aug '23 — Feb '24

Saregama india pvt ltd

India

- Managed and promoted music content across leading OTT platforms such as **Spotify, Apple Music, and Amazon Music**, ensuring optimal visibility, reach, and performance.
- Conducted detailed **market research** and **audience behavior analysis** to refine music promotion strategies and enhance listener engagement.
- Leveraged **Tableau** and internal analytics to monitor song performance, identify trends, and deliver actionable insights to senior leadership.
- Functioned as a **liaison between artists, clients, and platform representatives**, managing ongoing relationships and ensuring satisfaction across all stakeholders.
- Played a pivotal role in **client onboarding**, platform updates, and content delivery coordination, closely resembling a **Customer Success Manager** function.
- Provided executive-level support to senior managers, including **calendar coordination**, report preparation, internal communications, and meeting logistics—mirroring key tasks of a **Virtual/Personal Assistant to the C-suite**.
- Led a team of interns, delegating tasks related to music catalog promotion, metadata optimization, and performance reporting while mentoring them on professional best practices.
- Ensured timely resolution of issues raised by streaming partners or internal teams, demonstrating a strong commitment to relationship management and partner success.

### Sales and Marketing Specialist/ Customer success manager

May '21 — Feb '23

SIFF Ventures

India

- Spearheaded a strategic transition to **YouTube-based educational content**, resulting in increased engagement from niche audiences and heightened advertiser interest.
- Led the successful implementation of a **Learning Management System (LMS)**, enhancing content tracking, learner assessments, and overall learning outcomes.
- Directed marketing initiatives and leveraged data analytics to drive customer acquisition, achieving a **50% increase in user engagement**.
- Executed targeted **digital marketing campaigns** informed by customer insights and behavioral trends, generating over **₹4.52 lakhs in net revenue**.
- Conducted in-depth analysis of customer demographics and purchasing behavior to develop **data-driven sales strategies** and maximize campaign ROI.
- Built and nurtured long-term relationships with key clients and partners, acting as a **Relationship Manager** to ensure continued engagement and service satisfaction.
- Served as the **primary point of contact for customer onboarding and post-sales support**, closely aligning with a **Customer Success Manager** role to enhance user experience and retention.
- Trained and mentored a team of interns in **CRM tools (Salesforce, LeadSquared)** and sales processes, resulting in a **25% boost in team productivity and efficiency**.

## Manager

Oct '20 — Feb '21

White Hat Junior

Mumbai, India

- Exceeded monthly sales targets by **15%** through strategic lead qualification, data-driven negotiation, and persuasive communication techniques.
- Managed and responded to **80+ inbound inquiries daily**, utilizing **Salesforce** and **LeadSquared** CRM tools to streamline lead tracking and optimize conversion workflows.
- Acted as a **Relationship Manager** for newly enrolled students and their parents, ensuring smooth onboarding, addressing concerns, and providing personalized support to boost satisfaction and retention.
- Delivered proactive follow-ups and check-ins, mirroring a **Customer Success Manager** role, to guide students through their initial learning journey and resolve issues promptly.
- Supported senior sales executives and enrollment teams with **calendar coordination**, follow-up scheduling, and email communication—reflecting core functions of a **Virtual/Personal Assistant** to internal stakeholders.
- Provided administrative and communication assistance during the enrollment process, ensuring a seamless and engaging experience for both students and parents.

## EDUCATION

**Bachelors in Biomedical Engineering**, Vidyalkar Institute of Technology

2013 — 2017

India

**Masters in Marketing**, Nottingham Trent University

2018 — 2019

## CERTIFICATIONS

**B certificate of National Cadet Corp**

**Power BI - Techgen Institute Transformational Leadership Development (High Distinction)**

**Social Media Marketing Trends (LinkedIn)**

**Google Adwords dale carnegie (beginner and advanced)**

## SKILLS

**Technical Proficiency** Microsoft Office Suite, Dynamics 365, Excel, Google Suite, Power BI, Data Analysis, Data Visualization

**CRM Expertise** Freshworks, Salesforce, Leadsquared

**Digital Marketing** Canva, SEO, SendinBlue, Gupshup

**AI Tools** Chat GPT, Copilot, Midjourney

**Soft Skills** Analytical Thinking, Problem-Solving, Communication, Presentation, Project Management, Negotiation, Multitasking

**Calendar & Email Management** scheduling meetings, ensuring timely responses

**Document Preparation & Presentation** Drafting executive-level reports, slide decks, and official communications with attention to branding and detail

**Time Management & Multitasking** Meeting deadlines, and maintaining a high level of organization.