

Sawan Nathwani

Digital Marketer for the Biggest Home Loan Provider in the country
Cross Functional experience in Banking for >11 years

Digital Marketer- Home Loans, State Bank of India

Oct 18- Till date

- Driving Digital, Marketing & Strategy for home loans.
- Paid, Organic, Social Media Promotions.
- Integrate CRM, Contact Centre and Sales Team for the home loan digital journey.

Achievements:

- 66% of Home Loan leads originate digitally. (App leads went from 0 to 30% in 9 months)
- Launched Instant Top Up Loans on YON O Mobile App.
- First end to end home loan journey on a Mobile App- from Home search to Home Finance.

Social Media Manager, Union Bank of India

May 17-Oct 18

- Lead a 5 member Social Media Team for marketing and moderation.

Achievements:

- Founding member of digital marketing team.
- Established various legs of digital marketing processes in the bank.

Marketing Manager- Vadodara Region(Gujarat), Union Bank Of India

Nov 2011-May 17

- Spearheaded sales for Retail Loans, CASA, Insurance, Government & Digital Banking.
- 3 year stint at Retail Credit - Home Loan, Auto Loans, Education Loans.

Achievements: Only candidate to be promoted under fast track channel.

Relationship Manager, Priority Banking, Axis Bank Ltd

July 08-Nov 2011

- Acquire & deepen HNI relationships, generate fee income through Wealth Products.

Certifications/Courses

- Google - Programmatic Buying, Analytics, AdWords for Search & Display
- Certified Associate - Indian Institute of Banking and Finance (IIBF)
- Digital Banking & CRM - National Institute of Bank Management
- Prevention of Cyber Crimes and Fraud, Forex, AML-KYC from IIBF
- Licentiate - Life Insurance, NISM Mutual Fund Distribution

Educational Qualification

- **M.B.A (Marketing)**, SLIBM, Gujarat University with 64.57 % in 2008
- **B.B.A(Finance & Marketing)**, Saurashtra University with 67.83% in 2006.

Personal Information

Date of Birth : 03rd Nov, 1984
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