

Whats app Mobile:+971504753686

Gulfjobseeker.com CV No:1565130

E-mail: [gulfjobseeker@gmail.com](mailto:gulfjobseeker@gmail.com)

**SUMMATION**

* A result oriented professional with over **7+years** of experience in Customer Service, Business Development, Marketing and Client Relationships. (Digital Marketing, SMM, SEO, BPO, HR, Banking & Finance)
* Ability to work on own initiative, setting own priorities and working to defined deadlines.
* Significant exposure in providing leadership and management direction related follow-up of processes within a multi-facility environment.
* Work with internal and external agencies and vendors to execute impactful campaign activity in support of the integrated plan.
* Handled pricing, deal structure document and Business Requirement Document (BRD) for various products and services offered.

**ORGANIZATIONAL SCAN**

**January 2012 – October 2015 with Hub Business Solutions Pvt. Ltd.**

**Job Profile: Team Leader Marketing & Client Relationship**

(Digital Marketing, Business Development, SEO, SMM, SEM, HR, Google AdWords)

Responsible for helping and supporting the company to maintain business relationships with clients, as well as meeting client requirements.

**Job Responsibilities:**

* Foundation
  + Defining problems, collecting data, establishing facts and drawing valid conclusions.
  + Worked with operations and sales teams to clarify and solve difficulties involved in the products and their sales.
  + Strategizing based on client requirements.
  + Negotiating mutually profitable business plans with clients.
  + Maintaining client relationships.
  + Identifying and driving new efficiency and growth opportunities on campaigns.
  + Assist in logical and detailed planning to achieve business and program objectives and priorities.
  + Maintaining up to date knowledge of competitor activity, products and services.
  + Taking on complex client issues and resolving them.
  + Review and synthesize a large quantity of secondary materials into key findings appropriate for the client and account.

* Exercise adequate control over Team performance
  + Built and managed high performing teams **–** Hire qualified candidates, create high performing teams and manage these teams to their highest performance, reaching the firm’s established goals.
  + Planning projects and activities systematically in line with business priorities.
  + Applying company values and priorities to all communications, decisions, and actions.
  + Run regular and ad-hoc metrics reports to determine successful brands/programs and share the best practices across brands.
  + Analyze various marketing tools, service and channels for initiating successful product marketing.
  + Quality & Audit **–** Regularly checking the existing processes for gap & issues Collaborate to build strong communities.
  + Measuring client satisfaction levels.
  + Reporting & MIS - Creating various MIS’s & reports on performance. Understand the industry trends, key players, dominant strategies, performance in markets.
  + Ensure that the account plan is aligned with client objectives and interests in order to exceed the client’s expectations
* Cost Control:
  + Achieved Financial Results **–** Managed financial aspects of account to ensure plan is met or exceeded in both growth and profitability
  + Process Improvement - Stress on consistent growth in productivity & effectiveness, through process improvement.
  + Manages the budget against individual activities to support an expected ROI and achieve/exceed the campaign objectives.
  + Being a central point of information for business relationship related matters.

**February 2010 – June 2011 Allsec Technologies Ltd**

**Job Profile: Customer Support Officer**

(Banking & Finance – HSBC US & Pay Day UK)

Ensuring accurate payment updating, addressing customer queries, handling refunds, sales, supporting team performance & trainings.

**Job Responsibilities:**

* Foundation
  + Monitor collection account on daily basis and post payment to customer's card account
  + Reduced initial processing time of customer returns from five days to two days.
  + Effective communication with both internal and external customers..
  + Member of a team to help reduce resolution time of non-conformance issues.
  + Assisted accounting department with credit card payments and determining.
  + Credits for parts returned by the customer.

* Exercise adequate control over Team performance
  + Utilized strategic plans to enhance customer service satisfaction by using tools provided to maintain and increase service levels to both internal and external customers
  + Perform Day 2 checks to ensure that activities are done with 100% accuracy
  + Handle customer queries and provide resolution
  + Worked closely with other departments to promote sales contest.
  + Increased customer knowledge by informing them of new products and safety issues
  + Assist customers with billing issues and setting up payment plans and budgets.

**June 2008 to Jan 2010 with Firstsource Sol Ltd**

**Job Profile: Sr. Customer Service Executive (Telecom – Airtel)**

Develop productive business relationships with upper management and other departments to ensure accurate provisioning of customer accounts.

**Job Responsibilities:**

* Foundation
  + Responsible for customer retention, renewal and upgrades
  + Ensure orders are implemented and generating revenue within established time frames to sustain revenue goals.
  + Meet expedited customer timelines by maintaining constant communication internally and with Telco’s.
  + Responsible for implementing and supporting National Marketing Operations which include but not limited to directory listing, directory assistance updates, provisioning, facilities assignment, maintenance management, processing calling cards and assigning new Toll Free Numbers.
* Exercise adequate control over Team performance
  + Resolved enquires regarding Local Service Requests (LSR), assistance updates, service issues, due date issues, missed expedites and reschedules.
  + Managing Caller productivity and supervision of the team members.
  + Managing team performance and helping them achieve their Targets.
  + Team retention and development

**July 2007 to May 2008 with Dynawin Associates**

**Job Profile: Marketing Executive**

Increase the sales and acquire new clients for business.

**Job Responsibilities:**

* Foundation
  + Provided excelled product information
  + Demonstrated features and operation of products.
  + Negotiated product price.
  + Arranged and participate in the delivery of products
  + Followed up on positive leads
  + Maintained liaison with existing customers for leads
  + Arranged product displays
  + Assisted in payment procedures
  + Make follow up calls to ensure customer satisfaction.

**PROFICIENCY FORTE**

**Relationship Management**

* Conceptualizing retention strategies based on analysis of service operation loopholes and market dynamics.
* Managing delivery of value-added customer service for escalation of client satisfaction levels.
* Handling customer grievances for superior customer satisfaction.

**Team Management**

* Co-operating with team members to ensure efficiency in operations and meeting of individual & group targets.
* Relationship management with corporate clients of the area.
* Creating & sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst Team members
* Creating & implementing workflows to facilitate structured support in all areas and issues.

**QUALIFICATION**

Bachelor Of Business Management– Bharathiar University Arts & Science College (2004-2007)

**PERSONAL VITAE**

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| --- | --- | --- |
| Name | : | Abilash.S |
|  |  |  |
|  |  |  |
| Date of Birth | : | 17-03-1986 |

Languages Known : English, Malayalam & Tamil