## **KASHIF**



Reporting Analyst/Workforce management specialist/MIS analyst

## **Email ID:** [kashif.379436@2freemail.com](mailto:kashif.379436@2freemail.com)

**Executive Summary:**

* Over 5+ years of experience in the field Online Media advertising, telecommunication and Office Administration.
* Recently employed with Vistas Global for **Vodafone Doha Qatar, as a Workforce management specialist.**
* Worked as **a Reporting Analyst** in **Theorem online media advertising (India) Pvt ltd.**
* Detail-oriented and organized work ethic for efficient output in a voluminous, fast-paced work environment. Good understanding of customer relationship systems.

**PROFESSIONAL EXPERIENCE:**

**Vodafone Doha Qatar from June-2014 to Sep-2017**

Designation: **Workforce Management Specialist.**

**Role Played In The Company**:

**Real Time Service Level Management :**

* Proactive analysis of performance of all operational channels which include telephone, chat, email, social media, and back office activities to  ensure key performance indicators are being maintained and identifying opportunities for improvement and prevent missed service levels before they occur.
* Effectively use our tools/processes to distribute the workload as efficiently as possible (within goal service levels). This also includes maintaining an expert level of understanding of the tools/processes in order to continuously identify opportunities for automation/optimization
* Proactively monitor various applications to ensure efficient distribution of calls or work. Includes dynamic changes to agent’s skills/work-types and control of skill based routing across multiple call centre locations.
* Proactively communicate with leadership, partners and other groups in order to ensure all stakeholders are aware of any SLA attainment risks.
* Work closely with the Call Centre management team to coordinate risk mitigation strategies to ensure service level metrics are attained (schedule adjustments, workload balancing, etc.)
* Clearly document drivers that impact the programs ability to meet defined goals as well as strategies implemented to improve or maintain performance.
* Participate in client, program, or project meetings to provide SME feedback and input related to Real Time processes and impacts.

**Scheduling**

* Schedule off phone activities such as meetings, trainings, coaching, and agent time off based on analysis of intraday performance to ensure service levels goals and other business needs are met.
* Update WFM software and various other applications/tools with agent add, changes and deletions.
* Assist in maintaining and implementing the disaster recovery plan when circumstances warrant.

**Theorem (India) Pvt Ltd. Online Media Advertising . from Mar-2012 to April-2014**

Designation: **Reporting Analyst.**

**Role played in The Company**:

* Generating performance report of the advertiser.
* Created Excel templates to generate reports from client/network ad delivery data to make better decisions on supply and demand.
* Compiled regular reporting and made strategic decisions to fulfil advertiser campaign goals, and implemented optimization strategies to decrease CPA.
* First point of contact for publishers on tag implementation, reporting requests and any publisher related issues, both technical and business in nature.
* Responsible for ensuring 3rd party reporting and overall data integrity is consistent in the Admeld Reporting Interface.
* Liaison between Operations and Engineering groups to develop, implement and QA scalability projects.
* QA the reports done by the fellow members and take appropriate corrective actions, if any errors.

**Education Summary:**

* Bachelor of Business Management (BBM): St. Philomena’s Degree College Mysore, India.
* Post-graduation diploma in management (PGDM): Rajeev Institute of Business Management, Pune, India.

**Technical Know How:**

* Ad trafficking, Ad units, Ad operations, Ad sense and Ad network.
* MS-Office and advance excel.
* HTML, JavaScript, CSS, Bootstrap –Web Development
* DFA, DFP, Atlas, AppNexus, and Media mind.

**Personal Details:**

* Date of Birth : August, 29, 1985.
* Marital Status : Single.
* Nationality : Indian.
* Languages Known : English, Hindi, & Kannada.
* Nationality : Indian