



# MOHAMED YASIEF S

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## OBJECTIVE

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Results-driven IT Administrator with expertise in ERP systems, website management, and digital marketing platforms. Skilled in optimizing processes and implementing technology solutions to drive operational efficiency and support business growth.

## EXPERIENCE

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**IT Administrator (Feb 2021 – March 2025)**

**THE MUFFIN HOUSE/YUMM BITES/MFOODS**

**KERALA & BANGALORE, INDIA**

- **System Administration:** Managed IT infrastructure (servers, networks, hardware) across Kerala and Bangalore, ensuring high performance and uptime.
- **Network Security:** Implemented and monitored security protocols to protect data and systems from cyber threats.
- **Technical Support:** Provided 1st and 2nd level support, resolving hardware, software, and network issues.
- **IT Projects & Integration:** Led system upgrades and ERP integration with minimal disruption.
- **User Training:** Trained employees on new systems and software to enhance proficiency.
- **Backup and Recovery:** Managed data backup and disaster recovery plans for business continuity.
- **Vendor Management:** Coordinated with vendors for IT equipment and services within budget.
- **Documentation:** Maintained detailed IT process and configuration records.



## SKILLS

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### Technical Skills

- **Programming Languages:** Python, JavaScript
- **Web Development:** Django, HTML, CSS
- **Database Management:** SQL Server Management Studio, SQL Server Profiler
- **Data Analysis:** Statistical Data Analysis, Data Analysis Tools
- **Cloud Services:** AWS
- **Version Control:** Git

### Software Skills

- **Enterprise Resource Planning (ERP):** Odoo, QuickBill, Zoho
- **Accounting and Financial Management:** PagarBook, Tally
- **Creative Tools:** Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere
- **Productivity Suites:** Microsoft Office (Word, Excel, PowerPoint, Outlook)
- **Customer Relationship Management (CRM):** Reelo, Bill Free Labs
- **Project Management Tools:** Zigjo
- **Collaboration Tools:** Microsoft Teams, Zoom, Google Meet
- **Hosting & Web Management:** Hostinger, cPanel
- **Version Control Systems:** GitHub

### Soft Skills

- **Communication:** Clear and effective interaction with teams and stakeholders
  - **Problem Solving:** Innovative solutions to complex challenges
  - **Leadership:** Project leadership and team mentorship
  - **Team Collaboration:** Effective teamwork across departments
  - **Time Management:** Prioritizing tasks efficiently
  - **Adaptability:** Flexibility with evolving technologies
  - **Attention to Detail:** Deliver accurate and thorough work across all tasks.
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## EDUCATION

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### **Bachelor of Technology in Mechanical Engineering**


PRIST College of Engineering - [2021 - 2024]

### **Higher Secondary**

M.V.H.S.S ARUMANOOR - [2013 - 2015]

## LEADERSHIP

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- **Leadership & Strategy:** Led the overall IT, sales, and marketing operations at The Muffin House, YummBites, Mfoods, ensuring seamless coordination and alignment across departments to achieve business objectives.
  - **Cross-Department Collaboration:** Worked closely with department heads in sales and marketing to identify technology-driven solutions that enhanced customer engagement, improved sales processes, and supported marketing campaigns.
  - **Strategic IT Management:** Directed the IT team in managing and optimizing the company's technological infrastructure, aligning IT initiatives with the company's broader goals.
  - **Sales & Marketing Initiatives:** Provided strategic input on sales and marketing efforts, leveraging data analytics and CRM tools to target key customer segments, streamline processes, and drive revenue growth.
  - **Problem-Solving & Decision-Making:** Analysed business challenges and provided actionable solutions, leading to improvements in operational efficiency, cost reduction, and customer satisfaction.
  - **Process Improvement:** Identified and implemented process improvements across IT, sales, and marketing, resulting in increased productivity and better resource utilization.
  - **Team Development:** Mentored and guided team members across departments, fostering a collaborative work environment and encouraging professional growth.
  - **Innovation & Change Management:** Championed innovation by integrating new technologies and methodologies that kept Mfoods competitive in the market, ensuring smooth change management practices were in place.
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## PROJECTS

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- **Infrastructure Upgrade:** Spearheaded a comprehensive upgrade of the company's IT infrastructure, including the transition to integrated services, which improved scalability and reduced costs.
- **Network Optimization:** Analysed and optimized the company's network performance, resulting in improved speed and reliability across all departments.
- **Security Enhancement:** Led the deployment of advanced security measures, including firewalls, antivirus software, and encryption protocols, significantly reducing the risk of cyber threats.
- **ERP Integration:** Led in the integration of a new ERP system, collaborating with the finance and operations teams to ensure seamless data migration and system functionality.

## KEY ACHIEVEMENTS

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- **Sales Optimization:** Implemented a new CRM system that improved lead tracking and conversion rates by 20%, significantly boosting the company's revenue.
- **Marketing Campaign Success:** Played a key role in designing and executing digital marketing campaigns that increased online engagement by 35% and generated a significant uplift in brand awareness.
- **Operational Efficiency:** Streamlined IT in a 15% increase in overall efficiency.
- **Cross-Department Synergy:** Established regular cross-department meetings to ensure alignment between IT, sales, and marketing teams, leading to more cohesive strategies and better execution of company-wide initiatives.

## DECLARATION

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I hereby declare that the above-mentioned details are true to the best of my knowledge.

