

ASWIN RAJ SIVAPRAKASH

BUSINESS EXECUTIVE/ CUSTOMER SUPPORT



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SUMMARY

Market-savvy business development professional with 5 years of experience, offering operations management expertise and successful background driving sales success. Manage sales effectively from initial planning stages through deployment and customer service. Administer all back-end functions to keep team on-task and highly effective.

PROFESSIONAL SKILLS

Sales & Marketing	Zendesk/ Mailchimp	Kanban/Jira	Excel / Google Sheet
Project management	Hubspot /Salesforce	Power BI	

WORK EXPERIENCE

CUSTOMER SUCCESS & MARKETING SPECIALIST

June 2024 - Present

Scores & Levels , Porto

- Marketing Collaboration and Promotional Campaigns
- Collaborated with the marketing team to develop data-driven promotional strategies using HubSpot, leading to a 25% increase in customer retention across all regions.
 - Executed bulk messaging campaigns targeting 10,000+ clients, driving a 15% uplift in player engagement and a 10% increase in deposits.
 - Oversaw player engagement and retention initiatives, contributing to a 20% overall growth in customer lifetime value across Asian, African, and Brazilian markets.
- Customer Support and Bet Management
- Handled over 100 customer inquiries daily via chat for I gaming platforms like Bet365, Bet Barter, Aposta Real, and Sky247, ensuring timely resolution of betting issues and account management.
 - Monitored and escalated complex bet disputes to RFBA, CRM, or OPS teams using 9 Wickets, achieving a 95% resolution rate within 24 hours.
 - Assisted over 300 clients monthly with account registrations, deposits, and withdrawals, contributing to a seamless user experience across Asian, African, and Brazilian markets.
- VIP Customer Engagement and Telemarketing
- Managed a portfolio of 150+ VIP customers, conducting telemarketing campaigns that resulted in a 20% increase in high-value customer engagement.
 - Promoted new bonuses and offers, leading to the reactivation of 30% of dormant VIP accounts across targeted regions.

BUSINESS DEVELOPMENT MANAGER (REMOTE)

Oct 2022 - May 2024

National Chromatography Inco, Europe

- Acquired consistent new business with well-formulated and executed strategies based on market expertise.Collaborated with sales and business development teams to fulfil bids, RFP and tender under strict timelines. Contributed to bottom line revenue by attaining 80% of sales quota.
- Revitalized marketing efforts employing streamlined processes and rebranding initiatives. Prospected and qualified marketing leads from the pharmaceutical industry using Salesforce CRM attaining conversion rates of 13%.
- Collaborated with cross-functional teams to create targeted marketing materials for specific industries or clients. Prospected for potential new clients to improve business opportunities and onboarded 50 clients and partners through sales pitch meetings and cold calls.
- Amplified international sales by selling pharmaceutical stocks worth \$35k across North America and South Asia as a result of extensively researching the import and export movement.
- Liaised with directors, R&D team, sales and procurement team, dispatch and management teams through weekly and monthly meetings,regular monitoring and cross-checking with the existing database of customersto ensure consistency in approach

CLIENT RELATIONSHIP SPECIALIST

Sept 2022 - Aug 2023

Eurail (European Travel company) , Netherlands

- Inbound Customer Support: Address customer inquiries through phone, email, and chat channels. Diagnose and troubleshoot customer problems while delivering technical assistance. Handle customer grievances effectively and elevate complex matters to the relevant departments. Keep customer records up to date, manage account details, and complete order processing tasks.
- Technical Support: Handled issues with payment and reservation along with account setup and email-related queries. Effectively communicate technical information to non-technical customers, providing clear and concise instructions for issue resolution. Consistently met or exceeded SLAs for response and resolution times, contributing to a high level of customer service.
- Product Knowledge : Understanding of international travel, including fares and pricing, available resources and travel documentation requirements. 60% of railway bookings should be international. Assist customers with various needs, such as travel changes and special requests, including any necessary problem solving, Review incoming correspondence and materials as needed; prioritize, summarize, and respond in a timely manner

BUSINESS DEVELOPMENT EXECUTIVE

Nov 2019 - Aug 2021

National Chromatography Inco, Pan India / Canada

- Engaged with 250 stakeholders over a period of a year in R&D, procurement and sales teams to promote chromatography testing equipment and vials. Generated over \$50k in annual recurring revenue by sales and marketing of chromatography equipment closing the annual deals with Diacel technologies, Syngene, Biological E and USP Pharma.
- Created methodological and instructional SOP (Standard Operating Procedure) documentation for sales trainees on pitching to potential clients, cold calling, market research, lead generation, risk management and negotiation.
- Strategic Partnerships: Regularly engaged in proactive communication with key accounts and vendor partners, cultivating and sustaining vital relationships that drive successful placements. Closed sales worth \$20k, reclaimed 35 trial equipment and was awarded 'Employee of the Month' in January 2020.

PROJECT ASSISTANT

Jul 2018 - Jun 2019

UNICEF, Water Sanitation and Hygiene (WASH), India

- Communicated with government officials such as Planning and Implementation officers to report the progress, negotiate budgets for environmental sustainability and GHG Management projects involving the construction, and installation of solar stoves and water pump.
- Researched, drafted, and edited executive materials, proposals, and reports, pinpointing areas for enhancement to elevate overall quality. Streamlined water testing by analyzing 63 parameters and integrated solar-powered stoves for over 10,000 tea estate residents encouraging alternatives to conventional usage of coal and scrapwood cooking.
- Modernized the preliminary designs for water pumps and beddings in 16 tea estates across Dibrugarh, Assam that provided access to fresh water and usage of honeycomb toilets for efficient use and cost saving.

INTERNSHIP

Apr 2022 - Jul 2022

SMOOB (Smart Mobility Operating Autonomous Vehicle), Netherlands

StartUp specialising in creating fast & reliable charging location apps for EV drivers through traffic analysis, road quality, estimation, urban planning & seamless troubleshooting, thereby reversing Nitrogen Crisis with AMC & migration to cities.

EDUCATION AND CERTIFICATION

MASTERS IN ENVIRONMENTAL AND ENERGY MANAGEMENT

2021 - 2022

University of Twente, Enschede

BACHELOR'S IN ENVIRONMENTAL SCIENCE

2015 - 2018

Amity University, Noida

PROJECT MANAGEMENT BY GOOGLE

NEGOTIATION, UNIVERSITY OF YALE

GENERATIVE AI FOR DIGITAL MARKETERS BY LINKEDIN

NEBOSH INTERNATIONAL GENERAL CERTIFICATE IN OCCUPATIONAL HEALTH AND SAFETY

ISO 14001:2015 LEAD AUDITOR FOR ENVIRONMENTAL MANAGEMENT SYSTEM, IRCA | INTERNATIONAL REGISTER OF CERTIFICATED AUDITOR