

# SYED IMRAN

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## JOB OBJECTIVE

Seeking a challenging opportunity to accomplish both individual and organizational goals with an optimistic approach & where I can demonstrate my knowledge, skills and utilize my experience to provide value to the objectives of the company.

## WORK EXPERIENCE

### 1. Currently Working in BYJU'S as a Marketing Manager.

- Develop lead generation campaign/program strategy, objectives, goals, metrics, and define best practices, standards and processes to drive successful customer acquisition and current customer up-sell opportunities.
- **Planning, budgeting, forecasting the lead requirements** in adherence with centre and team requirement.
- Maintaining various key performance indicators - **Cost per Lead, Cost per Activation, Revenue, and Return on Investment.**
- To drive effective BTL/ **Offline marketing campaigns: School Engagement, Seminar/Webinar.**
- Monitoring the kiosk activity in societies/malls/metro, local print/media, D2D.
- Work closely with the Centre Managers & senior management to **establish a robust inbound lead generation engine that runs on a well-planned approach.**
- Work closely with field marketers, based locally in the regions, to help execute your campaign plans.
- Coordinating with various internal and external stakeholders including Center head, marketing managers, sales team etc.

### 2. Worked as a Business Development Manager in Nobrokerhood (Nobroker.com).

- Connecting with the managing committee members of Nobrokerhood societies on regular basis to build good rapport.
- **Achieved revenue target by more than 120%** for three months for the company.
- Understanding the monetization requirements of the society and connecting with brand managers to fulfill the society needs by conducting BTL activities.
- Handled monetization escalations effectively by increasing the number of activities in specific societies and generating revenue from the brands handled by me.
- Connecting with hyper local brands to conduct activities in the top priority societies to fulfill their revenue requirements.
- **Proper analysis and metrics report to be made post every activity to give the minutes of activity and understand scope of improvement.**
- **Retaining the brand by ensuring proper footfalls in the events** conducted in the societies so the activities can be done on recurring model.
- Maintaining good relationships with the societies and brand to maintain best smile score.

### 3. Worked in Zepto as Cluster Manager.

- Work closely with all the functions to achieve overall business goals
- Ensuring that every individual store team focus on rider Safety, Quality, behavior control, and ensuring traffic rules are followed by them.
- Work to ensure that we are delivering an excellent customer experience and address escalated customer concerns as necessary
- Monitor real time service levels and schedule adherence, and minimize leakages such as RTO.
- Perform ad-hoc analysis and reports based on business needs.
- Deep Dive and Analytical, Insist on high standards.
- Lead/manage the team-ensure the KRAs of the team members are met and assist/train then in achieving the same.
- Making plans on fleet logins and requirements based on projected orders and ensuring zero order loss at any operational hours.
- Working on overall Cost Per Order(CPO) of the store and making plans on how to reduce them and to execute them.
- Worked closely with the payout team , have an understanding of it and resolve it on real time if any.
- Worked closely with ground team and ensure to minimize attrition numbers below 6%.

#### 4. **Worked in Maruthi Suzuki as Intern and later got promoted As Relationship Manager**

- Managing relationships with customers
- Conducting customer interviews
- Identifying and communicating customer needs
- Ensuring customer satisfaction
- Resolving customer issues and concerns
- Developing and implementing marketing strategies to grow the customer base

### EDUCATIONAL QUALIFICATION

Course	University/Board	Institution	Percentage
Bachelor in Business Administration (HR and Marketing)	GARDEN CITY UNIVERSITY	BUSINESS & MANAGEMENT	80%
Bachelor of Commerce	NATIONAL PU COLLEGE, HOSPET	Science & Commerce College	69%
SSLC- X	NATIONAL HIGH SCHOOL, HOSPET		73%

## ACADEMIC INTERNSHIPS & PROJECTS

- Participated in IBM workshops
- Organized college events
- Conducted inter- college analytical events
- Worked as a Intern in Maruti Suzuki as sales executive and Accountant.
- Core member and participated in analytic

## SKILL SUMMARY

**Communication Skills:** Demonstrated my communication skills by dealing with different kinds of situations and building a strong relationship in a short time.

**Problem Solving:** Demonstrated my problem-solving skills by understanding and responding to different scenarios. Always ensured that a clear solution is provided on every query.

## TECHNICAL SKILLS

- Working knowledge of Microsoft Office (Word, PowerPoint, Excel) and extensive experience in PowerPoint and Excel.
- Confident in the application of the Internet for research purposes.

## INTERESTS

Reading magazine and newspaper, outdoor games

## STRENGTHS

Eager to learn, Team Management, Good listener

## PERSONAL DETAILS

Name	Syed Imran Khadri
Date of Birth	10-01-2000
Nationality	Indian
Languages known	English, Hindi, Kannada
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