

Reshma A. Shahri

Contact no.: **9930367734** ~ E-mail: shahrireshma@gmail.com

Objective:

To work in an environment which is innovative, challenging & rewarding in terms of learning, growth & recognition and positively contribute towards achieving goals set by the organisation.

Profile Summary

A competent professional with a total work experience of over 10 years.

Areas of Expertise:

- Customer Service and Engagement
- Leadership and Training
- Communication and Interpersonal Skills
- PAN India Teams and Channel Partner Coordination (Sales, Distribution & Marketing)
- Customer Relationship Management
- B2B and B2C Operations
- Process Improvement

Career Snapshots

StayVista (Vista Rooms)

Sep. 2021 – April 2023

StayVista

Process: Worked in the Central Team as a Supply Growth Acquisitions Manager

Responsibilities

- Managing all inbound leads through websites and other sources
- Training new joiners and ensuring the entire training is conducted as per the process requirement.
- First point of contact for all homeowners who own luxury villas and want to collaborate with StayVista, discussing our business module and drawing a strong comparison between our model and competitors
- Tracking daily and monthly MIS for leads
- Vetting and Processing Digital Signing of All Villa Agreements
- Ensuring all properties are going live as per the process
- Doing quality checks on leads worked by the team once handed over

Tata Consultancy Services (TCS)

Process: Worked a Manager - Customer Experience & Marketing (PAN India)

Responsibilities

- Point of contact for PAN India clients. Handled the inhouse sales and service teams, distributing and tracking conversion of enquiries across the PAN India teams through calls, chats and emails.
- Training the inhouse team on customer service, sales and overall customer experience.
- Ensured the customers are attended to and there's an increase in number of conversions and customer satisfaction rate, discussed and acted on client feedbacks with the director of the company to improve the process.
- PAN India channel partner coordination for sales and marketing, product updates for existing range & new launches
- Strategizing sales & marketing, preparing action plans with the director and sales team for existing & new product launches.
- Managing Origins account with Reliance Digital, Vijay Sales, TATA Croma for PAN India sales, stocks and marketing.
- Managing the company website and other ecommerce portals. Managed Amazon, Flipkart, Google Business, Indiamart, Tradeindia, SEO and PPC accounts with external assistance.
- Constantly keeping the company website updated with new features and ensuring a smooth customer journey throughout the process. Updating new products, content writing for website pages and blogs.
- Budgeting and managing yearly contracts with Indiamart, Tradeindia, Justdial and SEO teams.
- Coordination with designers for product brochures, banners & other marketing material.

Tata Consultancy Services (TCS)**Dec. 2011 – Dec. 2014****Tata Consultancy Services (TCS)**

Process: Worked a Senior Process Associate for Internal Recovery Unit (IRU) for Citi Cards

Responsibilities

- Assisted Citi customers with respect to the following major areas:
 - Credit Report Procedures
 - Fraud Procedures and Missing Payments
 - Help with getting their credit scores fixed
 - Assisting customers in coordinating well with Law firms and Collection agencies in order to set up arrangements to get their accounts paid off
 - Payment Arrangement Procedures
 - Settlements Options

Achievements:

- Assistant event head in the BAF festival 'Phoenix'
- Was a vital part of the management team of college festival 'Nazrana'

Educational Qualifications

Bachelors in Accounting and Finance (TYBAF) – Khalsa College	2009-2010
H.S.C – MMK College	2005-2006
S.S.C - St, Anthony Girls' High School, Mumbai	2003-2004

Personal Details

Date of Birth	:	3 rd January 1989
Nationality	:	Indian
Gender	:	Female
Marital Status	:	Married
Language Skills	:	English & Hindi

Reshma A. Shahri

Cell: 9930367734; Email: shahrireshma@gmail.com

Place: Breach Candy, Mumbai