

MOHAMMAD ADNAN

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LinkedIn Profile: [Mohammad Adnan](#)

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PROFESSIONAL SUMMARY

I am a detail-oriented IT professional with a strong background in product development and management. I am proficient in CRM systems, digital marketing, and business analysis. I seek to leverage my technical expertise and problem-solving abilities in a challenging role within the IT industry.

PROFESSIONAL EXPERIENCE

CRM Manager

Hike Education Pvt Ltd, June 2023 – Present

- Managed and customized LeadSquared and Salesforce CRM software, implementing tailored automation and optimization strategies to enhance business processes.
- Successfully integrated Salesforce custom objects, workflows, and automation rules, improving data accuracy and sales team efficiency by 35%.
- Led CRM enhancements, including chatbot integration, automated lead scoring, and pipeline tracking, resulting in a 40% improvement in process efficiency and a 30% increase in user adoption.
- Defined and documented over 30 critical business requirements, ensuring system modifications aligned with organizational objectives, boosting stakeholder satisfaction by 15%.
- Collaborated cross-functionally with sales, marketing, and operations teams to configure Salesforce dashboards, reports, and custom fields, enhancing real-time data insights.
- Led a team of four, delegating tasks effectively and managing projects to ensure successful CRM improvements and seamless integrations, significantly boosting organizational efficiency.

Business Analyst

AlignTogether Solutions Pvt. Ltd., May 2022 - October 2022

- Managed over 4 client accounts, developed 6+ customized LeadSquared CRM accounts, and executed 5+ digital marketing campaigns, leading to a 25% increase in client engagement and a 30% improvement in CRM efficiency.
- Authored 6+ Business Requirement Documents (BRD), 3+ Functional Requirement Documents (FRD), and produced 15+ pieces of promotional content, enhancing client satisfaction and project clarity.
- Increased website reach by 70% through effective SEO strategies and reduced user-reported issues by 20% by executing over 10 automation scripts and conducting 15+ rounds of website testing, improving the overall user experience.

EDUCATION

Master of Business Administration (MBA) in Marketing & Human Resource Management – 72%

NRI College, Bhopal, June 2022 - June 2024

Bachelor of Commerce (B.Com) with Computer Application – 65%

The Bhopal School of Social Sciences, Bhopal, April 2019 – May 2022

SKILLS

- **CRM Systems:** LeadSquared, Salesforce (Customization, Optimization, Workflow Automation)
- **Digital Marketing:** SEO, SEM, Content Creation
- **Business Analysis:** BRD, FRD, Market Research
- **Technical Skills:** HTML, CSS, Microsoft Office Suite, Figma
- **Project Management:** Agile, Waterfall, Team Leadership
- **Soft Skills:** Time Management, Effective Communication, Team Collaboration

CERTIFICATIONS

- Digital Marketing Certification | Hubspot
- Search Engine Optimization Certification | Hubspot
- LeadSquared Admin Certification | LeadSquared
- Project Manager Certified | Udemy