

Ghazal Shukla (She/Her)

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Profile Summary

A personable personality with over 4 years of working experience in Client management in B2B & B2C. Diplomatic, organized, and adept at managing sensitive situations. Focused on leading professional teams and smooth operations to accomplish business objectives. Reliable in exceeding expectations for quality, safety, and efficiency. Skilled in leading & motivating team members to success. Results-focused and successful at coordinating campaigns, leading staff, and managing budgets.

Core Qualities

- Variance and risk analysis
- Team training and development
- Process improvement
- Cross-functional team management
- Vendor relationships
- Customer experiences

Work experience

Smytten

Feb 2022–Present

Associate Manager- Customer Delight

- Managing day-to-day complaints of customers for FMCG products
- Leading, mentoring, and training a team of young and energetic visionaries
- Built and maintained loyal, long-term customer relationships through effective account management and rapport building
- Implemented effective customer service procedures to encourage positive feedback
- Kept detailed audit trails in company systems for various cases with clear notes and associated documentation to fast-track future investigations and resolutions
- Determined and pinpointed opportunities for reducing complaints by sorting, categorizing and prioritizing concerns for timely handling
- Assessing complaints handling processes for bottlenecks and implementing changes for reduction of business burns of upto INR 3,00,000/- per month
- Researching and resolving customer issues received via different channels for exceptional client experience.

Words Worth English Language Lab-Act Univ

Jul 2021–Dec 2021

Customer Relationship Officer

- Building and maintaining relationships with clients
- Escalating and resolving areas of concern as raised by clients
- Monitoring company performance against service level agreements and flagging potential issues
- Working Closely with the CEO to derive methods for improving customer experience
- Handling client queries and providing support
- Hosting online events for clients to help them reach their academic and extra-curricular goals
- Collecting outstanding payments by sending reminders and follow-ups

Whitehat Education System Pvt. Ltd.

Oct 2020 - Dec 2020

Sales Manager

- An Education Technology institution focusing on students under class 12th
- Addressed and **counseled 300+ students** and their parents to provide them with the most suitable course options
- Suggested methods to the core team, to increase outreach to the underprivileged section for education.

Parashuram Security Facility Utility Pvt. Ltd. (family-owned business)

Jun 2019-Sep 2020

Director

- A manpower solution company primarily aimed at providing private security along with facility and utility services
- **Client acquisition, HR Management, Finance** and Procurement, accommodation, management of 60 security guards at peak
- Got a RFID-based security system developed for housing societies.
- Oversaw the development of an attendance tracking system for schools with 1000+ students.

91springboard
Inside Sales Associate

Nov 2018-May 2019

- Managed Gurgaon's 2 office locations especially the renting out of co-working spaces
- Generated revenue of INR 50000 monthly per location
- Coordinating with onsite Hub Teams regarding availability, client payments and feedback
- **Lead generation, cold calling**, arranging site visits, converting prospecting clients and pre & post sales procedures

McDonald's India (Internship)
Research Intern

Sep 2017-Oct 2017

- Managed customer orders and **conducted 200 customer surveys** regarding their experience at McDonald's
- **Advised the Zonal manager** about improving customer experience and hence increasing sales based on surveys

Saturn Services - Career Khoji (Internship)
Relationship Manager Intern

Jun 2017-Aug 2017

- A career counseling company that advises students above class IX on future career options
- Lead generation from schools, coaching centers, etc., **sales and marketing to 105 Institutes**
- Based on a career assessment report, providing **career counseling** and guidance to students

Education

MBA Marketing

Jun 2016-Jun 2018

Shri Jairambhai Patel Institute of Business Management (SJPI-NICM)

BA French & Travel and Tourism Management

Jun 2013-Jun 2016

Lucknow University, Uttar Pradesh

11th & 12th Humanities

May 2011-May 2013

Sherwood College Nainital, Uttarakhand

Projects Undertaken

- Customer management and retention procedure post negative impact due to hampered service in the past.
- Studied the consumer buying behavior of smartphone users, by analyzing 240 smartphone users and analyzing the factors Considered in decision-making while buying one, for example, trust on e-commerce platforms
- Contributed among 6 members in A study report on A hypothetical Indian Rubber industry established in Italy and the business model to run it successfully

Extra-Curricular

- Managed College Management Sports Event 'Aarohan' and with 1000+ participants, as an **event Host and coordinator**.
- Participated and **won over 180 medals** in various **National, State, and District level swimming** championships.
- **NCC 'C' certificate holder** with the highest grade. Sharpest shooter at NCC in 64th UP battalion in 2015-16.
- Appointed as a **Student coach** at Sherwood College Nainital, to train 700+ Students and prepare for swimming events.