**Sumayya Mancheri**  
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**Professional Summary**

Customer Support Analyst with 5+ years of experience in technical support, sales operations, and application troubleshooting. Proven success in supporting CRM and POS systems, analyzing customer and HR data, and driving service and sales performance. Familiar with SQL, RPA concepts, ERP systems (SAP), and object-oriented programming. A proactive and organized professional skilled in data interpretation, administrative processes, and delivering strong business outcomes through customer-first service.

**Core Skills & Competencies**

* Application & Technical Support
* POS Systems, CRM (Salesforce, Zendesk)
* SQL & Data Analysis (Excel, SAP ERP)
* Sales & Upselling Strategies
* HR Administration & Database Management
* Automation Concepts (RPA, Workflow Optimization)
* Object-Oriented Programming (Basic C#)
* Reporting Tools & Dashboarding
* Customer Service & Issue Resolution
* Microsoft Office Suite (Excel, Word, Outlook)

**Professional Experience**

**Inbound Sales & Customer Support Advisor**  
CAA Club Group of Companies – Toronto, ON  
*Sept 2024 – Present*

* Provided technical and sales support for CAA memberships, renewals, and service packages.
* Consistently exceeded upselling targets for premium services and roadside assistance plans.
* Troubleshot POS and CRM systems, ensuring quick resolution of technical and access issues.
* Maintained precise ticket and case documentation, identifying repeat issues for escalation.
* Collaborated with internal teams to improve customer retention and streamline service processes.

**Customer Support & Technical Advisor**  
Concentrix – Glace Bay, NS  
*May 2019 – March 2022*

* Delivered inbound sales and tech support, handling over 100 customer interactions daily.
* Upsold services based on customer behavior and account insights, contributing to revenue growth.
* Guided customers through software installs, configurations, and issue resolutions.
* Performed data analysis using Excel and basic SQL to report support trends and improve KPIs.
* Provided input to internal product and support teams based on customer feedback data.

**HR & Systems Administrator**  
AM Motors – Kerala, India  
*Oct 2016 – May 2018*

* Managed HR administration including recruitment documentation, attendance, and payroll updates.
* Handled POS operations and reporting for dealership sales, generating weekly and monthly summaries.
* Maintained and cleaned employee databases for accuracy and HR audit readiness.
* Conducted analysis on employee data to support decision-making and compliance tracking.
* Trained new hires on HR systems and internal procedures, improving onboarding efficiency.

**Education**

**Bachelor of Engineering – Electronics & Communication**  
Cochin University of Science and Technology – 2018

**Technical Proficiency**

* **SQL** – Data querying and report generation
* **Programming** – Object-Oriented Concepts, basic C#
* **Automation** – RPA concepts and workflow optimization
* **APIs** – Understanding of REST APIs and JSON structure
* **CRM & ERP Tools** – Salesforce, Zendesk, SAP ERP
* **Office Suite** – Excel (VLOOKUP, Pivot Tables), Word, Outlook

**References**

Available upon request