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## Professional Profile

ITIL IT Service Management Qualified Professional with experience in Database Administration and Technical Support, currently manages IT, apps, a team of 10 and customer sales at Virgin Active gym Leeds. With a natural affinity for relationship and consultative-based sales, focuses on new customer acquisition, existing customer retention, cross and up-selling products and services. Influences business direction for IT systems, recently played key role in introduction of new app to drive cross and up-sales of products and services through regional customer base. I have a full and clean UK driving licence.

## Key Skills

**Sales**: End to End Sales Cycle, Requirements Definition, Negotiation, Contracting, Customer Relationships, Customer Acquisition & Retention, Cross- & Up- Selling, Account Management & Profitability, Customer Service, Collaboration

**IT**: Salesforce, SQL, Oracle, Fox Pro, Networking & Hardware, DNS, IIS, Cloud & Managed Services, Apps, PHP, HTML, Microsoft Office.

## Career Summary

****May 2016 – Present, Senior Personal Trainer, Virgin Active, Leeds****

* Manages 20-30 customers, building strong and trusted relationships, making product and service recommendations to increases sales, retains approx. 90% of customers YoY for total customer value of £2,000 per customer per year
* Influences business direction for IT systems and apps, meets with Head Office IT team to implement new IT
* Played key role in introduction of new app to drive cross and up-sales of products and services, defined requirements, collaborated with developers, tested and oversaw roll out to thousands of customers for all Virgin Active clubs across the UK, drove sales to £150-£455 per customer
* Manages and mentors team of 10 to achieve individual and team sales and customer satisfaction targets, sets and monitors KPIs, reconciles team invoices to reflect sessions entered into the Exerp membership system before payroll
* Actively leads sales drives in person and online through social media pages to recruit new members with fresh and innovative ideas e.g. promotions, product sales, and award scheme for new prospects
* Awarded Personal Trainer of the Year in first year in recognition of achievements delivering high customer satisfaction and retention and consistent new sales growth

****June 2014 – March 2016, Application Support Consultant, DecisionMetrics, Leeds****

* Delivered advice and support in Citrix environments for 15 Managed Services customers of company, third party and Microsoft SW packages
* Developed and installed SQL databases for tests and Go Live, queried and amending data per customer requests
* Created, ran and amended queries in Automate to enable multiple tasks and across diverse SW to run correctly on time
* Created release packages and installed on-site for customers
* Managed a team of analysts, led weekly review meetings across multiple concurrent projects, coordinated delivery with multi-disciplinary teams from Projects, Development, Analytics and Accounts
* Securely managed sales, financial and other confidential customer data, provided reports on credit bureau information regarding credit score reports and credit checks
* Developed user documentation for SW, ran training days for new staff and for customers

****June 2013 – June 2014, Product Support Analyst & QA Tester, Civica, Leeds****

* Provided support for Managed Services customers and delivering full support for the Civica Housing system
* Managed parts of the support team to ensure pre-release application testing was of the highest quality
* Managed multiple customers, defined requirements, sought feedback to incorporate into new releases
* Established weekly team meetings to define goals and monitor targets

****Sept 2012 – June 2013, 2nd Line Support, Reapit, Leeds****

* Delivered support for a client base of 4,500 globally growing at 2-3% monthly in Citrix and private environments through our helpdesk to tight deadlines and high SLA requirements
* Acted as escalation point for 1st line support and senior member of the 2nd line team
* Installed Reapit software in multiple environments, collaborate with customers’ IT teams to find solutions and troubleshoot problems
* Supported the application in Fox Pro and the new Web-based products RPS 12
* Used Dolphin Query Browser to link to SQL databases to query and create custom reports using tables and custom SQL code
* Created property data feeds to automatically populate portals such as Rightmove, Zoopla etc
* Improved team efficiency by introducing system changes to improve logging and tracking calls, re-designing change request-handling processes, and establishing a knowledge base, enabling team to respond to cases faster and to consistent standards high
* Maintained close customer relationships, provided training as needed
* Collaborated with account managers, trainers and directors to optimise the customer experience

****September 2011 – Aug 2012, Software Development & Support, The Technology Forge, Leeds****

* Delivered full support for the Technology Forge system for customers and for the team in-house
* Provided SW training for customers
* Resolved issues with Windows and related issues with Windows linked to Technology Forge SW
* Installed Technology Forge software on machines including servers and Citrix environments

****September 2008 – September 2011, Client Services Administrator, Reapit, Leeds****

* Promoted from Software Development & Support to Client Services Administrator in May 2010
* Delivered full support for the Reapit system, managed customer requests via phone and email
* Built strong customer relationships to retain and grown customer sales volume
* Trained teams on site visits, checked data on on-site rollouts

****May 2008 – September 2008, Customer Services, Sky, Leeds****

* Responded to customer enquiries for Sky services including TV, broadband and telephone
* Cross and up-sold packages, achieved Top Sales performance in Team within 2 weeks
* Processed contracts and billing

****June 2002 – May 2008, Customer Service Assistant, Sainsbury’s, Leeds****

* Administrative duties included checking staff rotas on MS software systems.

## Education

* 2016, Certificate in Sports Conditioning, L3 Diploma in Fitness Instruction and Personal Training
* 2015, ITIL, IT Service Management Qualification
* 2012, SDI’s Service Desk Analyst Examination, Qualified member of the Service Desk Institute
* 2004-2007, Leeds Metropolitan University, BSc (Hons), Business & IT, Achieved Class II Division II
* 2002-2004, Park Lane College Leeds, IT and Business Level 3