

Mohsin Hassan

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#1125/11, Govindpuri, Kalkaji,
New Delhi - 110019.

Career Objectives:

Mohsin wants to work in an organization where he can acquire new knowledge and sharpen his skills and put his efforts to achieve organizational as well as individual goals.

Professional Experience:

Clay Logix (India) Pvt. Ltd.

Position: Business Development Executive

Duration: October, 2015 till Present

Responsibilities:

- To identify opportunities, produce leads and book appointments for the sales force with the emphasis on high quality leads.
- To develop effective relationships with clients through regular contacts & identify & grab business development opportunities.
- To proactively follow up with leads generated from canvassing by the account managers.
- To manage the database to a high degree of accuracy to ensure targeted marketing activity can take place to generate new business.
- To reach potential clients through different channels like E-mail campaigns / Cold Calls / Account Research, Social Media Accounts, etc.
- To arrange meetings for Sales team and to follow up on the same.
- To develop strategies to strengthen the lead generation process.

Apexure

Position: Business Development Manager

Duration: March, 2015 till September, 2015

Responsibilities:

- Lead Generation and Qualification for US and UK market.
- To organize mailer campaigns, send out customized e-mails.
- To equip the team with the latest CRM tools.
- To use tools like Streak, HubSpot, Sidekick, etc to send out mass emails and track their responses.
- To talk to leads locally and overseas.
- To identify new market trends and opportunities for IT services.

Apexure

Position: Business Development Executive

Duration: February, 2014 till February 2015

Responsibilities:

- To identify the potential companies' specifics and identify key contacts.
- To identify contact information of the key decision makers.
- To write proposals as per the requirements of the prospect.
- To create and be accountable for basic documentation as per the procedure.
- To document all leads in the prescribed format.

ING Life Insurance

Position: Helpdesk Executive – Customer Service Operations

Duration: 6 months

Educational Qualifications:

Year	Degree	Board/University
2013	MBA Marketing	VISVESVARAYA TECHNOLOGICAL UNIVERSITY
2010	BCA	UNIVERSITY OF KASHMIR
2006	XII	JKBOSE
2003	X	JKBOSE

Technical Skills:

Language	C, C++
Web Tools	HTML
Database	MS Access, SQL

Project Details:

Title: Customer Experience Management at Bangalore Central, J.P Nagar Store.

Description: This project was undertaken to study “Customer Experience” at Bangalore Central and to identify factors which influenced customer experience. This project provides insights into the Company Profile, McKinsey 7S Framework and SWOT Analysis of the company. The study highlights the grey areas in customer experience and gives opportunity to rectify problems in order to enhance customer experience.

My Role: My role after studying the organizational pattern, its functioning and understanding various concepts related to retail was to increase the foot-falls of customers by recommending different solutions to the management and conducted a survey based on the project which enhanced the customer experience.

Title: Flight Manager

Technology Used: Front end – Visual Basics
Back End – MS Access

Description: It helps the flight manager to keep a record of the flights and customers. It also generates reports of customers.

My Role: Being the team leader, my role was to plan the working of the project and to assign different jobs to other team members.

Academic Credentials:

- Completed the “Degree Of Bachelor Of Commerce” through Indira Gandhi National Open University (IGNOU) in June’09.
- Presented a paper on “Importance of Social Media in Retailing Business” in MBA final semester.
- Completed a crash course in “Web Designing” from NIIT.

Skills:

- Very systematic in approach and quick adaptability.
- Sincere and hardworking with an ability to perform well as a team member.
- Ability to perform under pressure.
- Knowledge of basic marketing principles

Extra Curricular Activities & Hobbies:

- Volunteered in the Marketing Quiz 2012 organized by the Marketing Domain in PESIT College.
- Winner of Josh Cricket Tournament event held by ING Life Insurance.
- Winner of District Tennis Ball Cricket Championship under J&K Tennis Ball Cricket Association.
- Participated in 3rd State Korfball Championship under J&K Korfball Association.

Personal Details:

Father's Name	Dr. Ghulam Hassan
Date of Birth	24 th April, 1987
Gender	Male
Nationality	Indian
Permanent Address	#92, Lane 6, Chinar Enclave, Qayoom Colony, Rawalpora, Srinagar, Kashmir, J&K 190005.
Language Known	English, Urdu, Hindi and Kashmiri.

Declaration:

I hereby declare that the information provided here by me is true to the best of my knowledge and belief.