

Syed Saif Anis

Assistant Manager Marketing at Al Qada Claims Recovery Services

Dubai

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Versatile professional with expertise in surpassing sales and revenue targets across competitive markets. Skilled in creating and executing lucrative sales and marketing strategies to improve lead generation, customer acquisition, and overall revenue performance. Proficient in capitalising on emerging market trends and customer demands to deliver innovative solutions and attain trust and loyalty. Excel in locating, prospecting, and closing deals with potential clients, whilst executing robust followup procedures to achieve optimal client acquisition rates. Known for consistently securing top-tier clients and enhancing market presence for previous employers through best-in-class marketing tactics. Currently pursuing MBA studies to enhance professional acumen and business acuity. Coupled with exquisite communication and teamwork skills to foster collaborative environments, inspire cross-functional teams, and deliver outstanding customer experiences for long-term business success

Work Experience

Assistant Manager - Marketing

Al Qada Claims Recovery Services - Dubai

September 2021 to September 2023

Utilise a client-centric approach to comprehend client needs and address concerns. Administer and maintain scheduled follow-up call cycles with a diverse clientele. Conduct outbound calls to client and prospect databases, leading to successful lead generation for sales. Cultivate positive and fruitful rapport with Business Development Manager and channel relevant leads identified through telesales channel to the appropriate representative.

- Fostered and maintained fruitful client relationships, optimising account performance and growth, thereby reducing attrition rate and minimising opportunities for competitors to gain business.
- Enhanced online visibility and engagement through development and management of web presence, including LinkedIn, Facebook, and Instagram business accounts.

Assistant Marketing Manager

Al Qada Claims Recovery Services - Dubai

September 2019 to February 2021

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Steward Events

Galadari Ice Cream Co. Ltd - Dubai

April 2018 to July 2019

Managed diverse operations encompassing sales, customer service, and financial planning to achieve defined performance targets and goals. Assisted in overseeing sales floor during peak operating hours, ensuring courteous and precise service.

- Communicated and engaged with multiple team members and senior management to implement process improvement initiatives, resulting in enhanced customer satisfaction and improved profitability.
- Enforced strict compliance with standards pertaining to customer relations, brand equity, food costs, safety, sanitation, ice cream stock, and product preparation and merchandising.
- Developed enduring customer relationships by delivering friendly and professional customer service and support.
- Prepared and presented various reports on expenses and budgets, aiding management decision-making process.

Education

Bachelor of Commerce in Commerce

University of Lucknow - Lucknow, Uttar Pradesh

2014 to 2017

High school or equivalent in Science

ST Thomas Collage - Lucknow, Uttar Pradesh

April 1998 to April 2012

Skills

- Financial Planning & Analysis
- Regulatory Compliance
- Stakeholder Engagement
- New Business Development
- Team Leadership & Training
- Operational Excellence
- Sales & Marketing Strategies
- Customer Service & Satisfaction
- Revenue Maximisation
- Strategic Planning & Execution
- Budget & Cost Control
- Market Share Growth

Languages

- English - Fluent
- Hindi - Native

Certifications and Licenses

Sales Negotiation

Present

Digital Skills : Digital Marketing

Present

PowerPoint 2019 Essential Training