

Curriculum Vitae

Mr. Asif Ali Sayyad

Motivation and Objective:

Urge to achieve continued perfection and qualitative progression using required analysis and by effectively delivering potential transferable skills.

Profile Summary:

- Efficient in performing Demand Generation, client interaction, customer success, customer service, lead validation roles through qualitative analysis and outreach. Highly motivated to perform customer support functions to deliver amazing customer experience
- Sincere execution of responsibilities; self-motivated, quick decisiveness, excellent adaptability to varying work conditions, effective time management skills
- Good command over English, effective communication skills; polite and courteous, ensuring smooth interaction with prospects, clients, and co-workers
- Experienced in shift supervision, and store management in hospitality, restaurant management and customer service in BPOs
- Excellent organizational skills; efficient in prioritizing tasks with close attention to detail for consistent optimal performance
- Adaptive to work environment

Education:

Bachelor of Hotel management and Catering Technology: 2004 - 2008
Nasik, Maharashtra (Pune University)

Higher Secondary Certificate: 2002 - 2004
JDC Bytco College- Nasik, Maharashtra

Secondary School Certificate: 2001 - 2002
JDC Bytco School- Nasik, Maharashtra

Certifications:

1. The fundamentals of Digital marketing: April 2020
Google Digital Garage

2. Digital Marketing Fundamentals- Associate: October 2019
SMStudy- Global Accreditation Body of Sales & Marketing Certifications
Credential ID: 600435

Employment History:

1. DemandShore, A Ziff Davis company, Pune: August 2016 till August 2019

Senior Executive- AG/DG & Senior Research Analyst: -

Profile segmentation and understanding companies' detailed insights through various research tools. Analyzing and performing complete research on companies' hierarchy and its high-level decision makers and influencers.

Managing and maintaining the required data base to evaluate the capabilities and abilities of the high-profile personnel. Working towards arranging appropriate information through extensive research.

Outreaching (Cold calling) potential prospects (Director+) and introduce them to our client and giving a brief overview. Probing to acquire as much information as possible, including BANT questions, to be able to better present the conversation to the reporting BDM.

Using professional techniques and approaches to be able to set up an appointment over a teleconference or a in-person meeting. Rolling out calendar invites along with the meeting agenda and the prospects' requirement. Following up with the client and keeping an up to date information and track in case of any amendments in the appointment.

Responsible in maintaining prospect relationship for call realization (to have the prospect attend the call/meeting). Regularizing to keep a record of MOMs (Minutes of Meeting) to produce necessary weekly reports. Upload our CRM with the relevant data.

***Transition to the role of a Category Specialist – Marketing Automation (MA) at MarTech Advisor:-**

Acquiring data from the marketing and MIS teams on the calling application to understand quantitative aspect of the potential prospects interested in the asset (buyer's guide).

Outreaching (either call or email) prospects (hot leads) who have shown interest in and have downloaded our asset through LinkedIn articles posted by our marketing team.

Understand the purpose of their download, whether to evaluate a Marketing Automation Platform (MAP) or learning more about the current MA trends and vendor profiles and continuing with the call introducing MTA in brief to help them understand our role in the industry.

Probing for all the BANT level questions to get the insights and the current marketing requirements from the prospect. Qualifying the prospect as either an influencer or a decision maker taking an agreement for the expert callbacks from the Best Fit MAP vendors.

Creating and maintaining MOMs and Lead sheets to send them across to the manager.

Also, learned LinkedIn content promotion in relevant LinkedIn groups and LinkedIn Pulse posting articles with the C2A included. Maintaining the same information on Google drive.

Simultaneously, researching about the current marketing automation trends in the industry and learning various aspects in the same area to increase and use knowledge and apply it in the calls with the prospects.

2. Aress Software and Education technologies, Nasik: June 2015 – April 2016

Project lead/Sr. Technical support Engineer: -

Worked as Sr. Technical Support for handling customers' technical and billing issues in tickets and on calls for a VPN project.

Executed website hosting project called WZUK- Webzai UK for technical and billing issues.

Launched standalone project called TurboYourPC within 1.5 months of joining the company. Provided technical assistance with TurboYourPC application as a registry cleaner to remove any unnecessary errors and boost a computer's performance. Role also included interaction with the UK clients and system admins for any assistance required. Handled a team of 6 log ins to work in a 24 by 7 shift rotation.

Tools used: UberSmith, Freshdesk, Fortifi.

3. TATA Consultancy Services BPS (TCS), Pune: June 2014 – May 2015

Sr. Process Associate/ Case Manager/Information Process Specialist: -

Worked as a Case Manager for an Australian client, Telstra. Managed cases (orders) for end to end resolution from initial contact till the installation and activation of customers' services on fiber optic technology (NBN).

Followed up with the customer making initial contact by calling or emailing them about every activity on the order such as technicians' visit, order status and completion.

Introducing them to the process with a personalized approach providing them with our personal extensions (pin) to return our calls. Kept up quality scores and also assisting as a team support in absence of a floor SME or Team leader.

Hands-on experience on tools like ITAM, Siebel, WIPS, etc.

4. Convergys, Pune: Sep 2011 – Jan 2014

Sr. Customer Care Officer: -

Contact center role for a UK client being responsible for handling calls and assisting customers with mobile technical troubleshooting and account related issues including billing, plan changes, offers and campaigns.

Escalating calls and issues to the higher department and working toward resolving customer concerns.

Prior to the above role, also worked in a US chat and email process in the same company but with a different client and had progressed through the role delivering excellent performance and supporting roles as well.

Tools used: SupportSoft, KANA.

5. CiCi's Pizza (Kolander group), Pittsburgh, PA, USA: May 2010 to Apr 2011

Shift Manager: -

Was hired as a full time Intern/Management Trainee. Learned and executed all the department operations and store functions. Got certified in all the positions as a Shift Manager.

The job included working in and learning all the areas including bus tables, dish washing, cooking, store set up, customer handling to maintaining inventory and sending daily end-of-day report details to the corporate.

Maintenance of labor cost, cleanliness, cost and waste control, high food quality standards, employee motivation and work assignment during shifts.

Regular and timely inspection of the areas inside and outside the store to ensure smooth functioning and maintaining decorum.

6. McDonalds Corporation, FL, USA: June 2007 till Sep 2007

Crew member: -

Worked as crew member and a full-time employee. Included various roles such as working on grill, cook station, drive through and front register.

Managed orders and food inventories assisting the GM and Assistant Managers when required.

Personal details:

Marital status: Married

DOB: 14th October 1986

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