

Syed Tawseef Ali

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[National Society Of Leadership & Success](#) (NSLS) - Presidential Member

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Objective: Seeking an innovative & creative consultancy role in the fintech domain.

Summary of qualifications:

1. Comprehensive communications crafting, including technical and legal documentation.
2. Experienced in Marketing, Banking, Customer service & Product/project management.
3. Solid Negotiation and Sales skills & Extensive set of image making technical skills
4. Background in Journalism/Public Relations & Engineering
5. Team Building and Leadership qualities

Applied Skills & Deep Domain Knowledge in:

1. Management Information Systems (MIS) - ERP, HRMS, POS
2. Fintech User Experience & Digital Transformation
3. Inbound Digital Marketing & Design driven growth
4. Hyperledger & Blockchain

Education:

1. Texas A&M University - San Antonio - Communications - Journalism/PR
2. Northwest Vista College - AA in Fine Arts - Communications
3. University of Texas at San Antonio - Mechanical Engineering (Transferred)
4. The Aga Khan School, Dhaka - O & A Levels

Workshops & Certifications:

1. AWS Innovate (2019)	2. Hubspot - Content Marketing Certified (2019)
3. AWS AWSome day (2019)	4. Hubspot - Frictionless Sales Certified (2019)
5. Hubspot - Design Driven Growth (2019)	6. Texas State Data Center training (2014)
7. Liberal Video Bootcamp (2017)	8. Data By the numbers - US Census Bureau (2013)

Languages: English, Bengali, Hindi/Urdu, Spanish, Arabic.

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Work Experience:

Southtech Limited	March 2018 - Present	Sr. Relationship Executive
<ul style="list-style-type: none">• SCALED (HRMS) & SF + (ERP) Account Manager & Interim Project Manager - Various Clients• Managed all stakeholders and guided successful implementations & Maintenance Contracts.• Manage Account history and reviewed documentation to build action plans• Active role in Marketing, Branding, Sales and core product development.		
Information Commission of Bangladesh & FNF Bangladesh	May 2017 - Nov 2017	Digital Communications Auditor for The Friedrich Naumann Foundation for Freedom
<ul style="list-style-type: none">• Observed and reported on current digital communication practices.• Recommended sustainable steps forward for the commission & PRO• Documented findings in an abstract report, for stakeholder review.		
Surecell Medical, BD (Knit Concern)	Dec 2016 - May 2017	Public Relations and Digital Communications Consultant.
<ul style="list-style-type: none">• Provided Communications consultancy, branding services and IT Support.		
Matt McCall For Congress	Jun 2015 - Nov 2016	Media Director
<ul style="list-style-type: none">• Managed Media budget & operations.• Analyzed data sources through innovative BI Tools, and facilitated the decision making process.• Part of the core strategy team, with the objective of placing our candidate into the office.• Helped Raise \$800,000 + in donations		
The McNay Art Museum	2014	Public Relations Consultant.
<ul style="list-style-type: none">• Developed strategies & tactics to boost the membership rate and declining demand• Assisted during activation events, to ensure 20% increase in annual membership rates.• Redesigned Branding, and facilitated sponsorship deals		
Mesquite-News.com	Jan 2012 - May 2015	Reporter, Various editorial roles.
<ul style="list-style-type: none">• Reported and edited various local and statewide stories.• Managed complete online presence• Partnered with National and international Syndicates, including the of Bangladeshi RMG sector.		