

Mohammed Mustafa

WRITER | MARKETER

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Profile Summary

To obtain a challenging position in a dynamic and innovative organization where I can combine writing and marketing expertise to support business goals while growing alongside the organization.

Work Experience

Intouchcx | eSupport Officer

Nov2024-Jan2025

- Ensured high level of customer satisfaction
- Handled and resolved complex queries and concerns from shoppers
- Proficient in utilizing Zendesk to manage tickets, track shopper issues, and provide timely resolutions
- Effectively used Salesforce to update records, manage cases, and monitor customer interactions
- Experienced in managing customer communications through Omni-channel tools, including chat, email, and calls
- Skilled in using Genesys to handle and route calls efficiently, ensuring reduced wait times and smooth operations

Bizgurukul | Affiliate Marketing Specialist

Sept2024-Present

- Promoted and sold Bizgurukul's online course through social media, generating leads and driving conversations using organic marketing strategies
- Developed persuasive content and sales script to attract and engage potential customers via Instagram, Facebook and WhatsApp
- Built and nurtured an online network to grow audience trust and boost product visibility
- Executed cold messaging and storytelling techniques to increase engagement and course enrollment
- Gained practical experience in personal branding, copywriting, digital sales and marketing funnels
- Tracked outreach and performance metrics to optimize content and improve ROI

Skills & Abilities

- Digital Marketing
- Content writing
- Copy writing & Ad copy
- SEO
- Marketing Funnel
- LinkedIn Sales Navigator

Languages

- English (professional proficiency)
- Urdu (Native or bilingual proficiency)
- Hindi (Native or bilingual proficiency)
- Telugu (Beginner)
- Arabic (Beginner)