



CHIRAG NAWAL

Dynamic Customer Success & Digital Marketing Specialist
Driving Client Satisfaction & Operational Excellence

CONTACT

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EDUCATION

Advanced Certification in Digital Marketing & Communication

Mudra Institute of Communications,
Ahmedabad (MICA)
04/24 - Present

Bachelor of Technology (B.Tech)

K.I.E.T., Gautam Buddh Technical University
08/2007 – 07/2011

TRAINING / COURSES

Advanced Certification in Digital Marketing & Communication from MICA

LANGUAGES

English



Hindi



CORE COMPETENCIES

- Customer Success & Support
- Team Leadership & Training
- Problem-Solving & Conflict Resolution
- Business Development & Market

PROFESSIONAL SUMMARY

Results-driven Customer Success and Digital Marketing Professional with extensive experience in software support, export documentation, and business development. Expertise in customer service operations, technical troubleshooting, and digital marketing strategies, including Google Ads, SEO platforms, and AI-driven tools. Proven ability to enhance client relationships, optimize workflows, and drive business growth.

PROFESSIONAL EXPERIENCE

Customer Success Officer

ImpexDocs | Sept 2022 – Aug 2023

- ❖ **Provided end-to-end software support and customer service** via **Freshdesk and email**, ensuring prompt issue resolution.
- ❖ **Managed and prioritized customer inquiries**, improving response times and enhancing client satisfaction and retention.
- ❖ **Escalated complex and high-impact software issues** to senior developers and management for expedited resolution.
- ❖ **Educated clients on software functionalities**, guiding them in utilizing **self-help resources, troubleshooting tools, and managing software updates** to maximize product efficiency.

Software Support Executive

ImpexDocs | Jan 2022 – Jul 2022

- ❖ **Diagnosed, prioritized, and resolved software issues**, ensuring minimal downtime and seamless user experience.
- ❖ **Offered direct technical support** via **phone, email, and virtual meetings**, assisting clients with software-related concerns.
- ❖ **Logged and tracked customer issues, change requests, and software enhancement requirements** using **Freshrelease**.
- ❖ **Guided clients** in utilizing self-help resources and troubleshooting tools to enhance user autonomy.
- ❖ **Managed customer interactions and ticketing system** through **Freshdesk**, ensuring efficient issue tracking and resolution.
- ❖ **Coordinated with the development team** via calls, meetings, and chats to resolve software bugs and implement client-requested changes.
- ❖ **Escalated critical software issues affecting multiple companies** to the **CEO and senior developers** for immediate resolution.

TECHNICAL SKILLS

- Adobe Photoshop
- Brand Awareness
- Canva
- Google Ads
- CSat
- ERP
- Facebook Ads Manager
- Freshdesk
- GIS
- Google AdWords
- Google Analytics
- Grammarly
- Graphic Design
- HRMS
- Performance analysis
- Copywriting
- SEMrush
- SEO
- Blogging
- Ticketing System
- Content Writing
- AI Tools
- Image Editing
- Image Manipulation
- Banner Design
- Header Design
- Poster Design
- Postcard Design
- Brochure Design
- Cover Design
- Digital Marketing
- Export Documentation
- RFP
- PRA
- COO
- Technical Troubleshooting
- Freshdesk
- Freshrelease
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SOFT SKILLS

- **Communication & Interpersonal Skills:**
Active listening, empathy, clear communication
- **Problem-Solving & Conflict Resolution**
- **Organizational & Analytical Skills:**
Time management, detail orientation, data analysis
- **Leadership & Teamwork:**
Collaboration, mentorship, adaptability

INTERESTS

- Graphic Design: Creating logos, banners, and social media creatives.
- Writing: Developing blogs and content to increase engagement.
- Photography: Capturing visual stories and moments.

Subject Matter Expert

ImpexDocs | Nov 2020 – Dec 2021

- ❖ **Trained and mentored new employees**, ensuring a smooth onboarding process and knowledge transfer.
- ❖ **Conducted quality analysis** as a part-time **Quality Analyst**, reviewing **Request for Permits (RFPs)** for various commodities, identifying errors, and reporting discrepancies to team leaders and managers.
- ❖ **Reviewed and validated export documentation**, including **Certificates of Origin (COO)**, **Pre-Receipt Advice (PRA)**, **RFPs**, and **Export Declaration Numbers (EDN)**, ensuring accuracy and compliance with international trade regulations.
- ❖ **Provided feedback and process improvement insights**, enhancing accuracy and efficiency in export documentation handling.
- ❖ **Motivated and guided team members** in a fast-paced, competitive work environment to meet organizational goals and maintain high performance standards.

Customer Service Officer - Export Documentation

ImpexDocs | Jul 2019 – Oct 2020

- ❖ **Processed and managed export documentation**, including **RFP (Request for Permit)**, **PRA (Pre-Receipt Advice)**, **EDN (Export Declaration Number)**, and **COO (Certificate of Origin)** as per client requirements.
- ❖ **Ensured compliance with international trade regulations**, accurately preparing and submitting export documents within specified deadlines.
- ❖ **Prioritized and performed time-sensitive tasks**, ensuring high-priority shipments met deadlines without delays.
- ❖ **Supplied accurate and timely information** to clients and internal teams, maintaining seamless communication and workflow efficiency.
- ❖ **Liaised with Australian government agencies, customs, and chambers of commerce**, securing necessary authorizations for export permits and certificates.
- ❖ **Obtained COO certifications** by coordinating with relevant chambers and ensuring compliance with regulatory requirements.
- ❖ **Resolved client inquiries and documentation issues**, ensuring a smooth and hassle-free export process.
- ❖ **Utilized strong communication and analytical skills** to interpret client requirements, address concerns, and streamline documentation processes.

Business Development Executive

Vedang Consultancy Services Pvt. Ltd. | Apr 2018 – Nov 2018

- ❖ **Identified new business opportunities** by analysing IT system requirements for central/state governments, PSUs, and private organizations.
- ❖ **Engaged with key decision-makers** via email and phone, arranging meetings with government and private sector officials.
- ❖ **Pitched ERP solutions** such as **Asset Management**, **File Tracking**, **HRMS**, **GIS**, **Project Management**, and **Procurement**, customizing proposals based on organization requirements.
- ❖ **Conducted market research and competitive analysis**, visiting government offices to assess IT needs and procurement trends.
- ❖ **Developed and executed marketing initiatives** to enhance brand awareness and lead generation.
- ❖ **Participated in government bidding processes**, attending **pre-bid meetings**, **financial bid openings**, and **tender reviews** for IT projects.
- ❖ **Reviewed and analysed tenders** from central/state government organizations to identify business opportunities.

- ❖ **Liaised with internal teams**, including **CEO, Project Managers, and Software Development teams**, to align business strategies and enhance service offerings.
- ❖ **Delivered key market insights** by conducting **socio-economic surveys and statistical research** to forecast demand and industry trends.
- ❖ **Performed competitive and performance analysis** of high-value investment projects, identifying strategic growth opportunities.
- ❖ **Developed strong client relationships**, providing **backend support to existing customers** and gathering feedback to improve service delivery.
- ❖ **Expanded ICT business opportunities**, gaining an in-depth understanding of customer needs and positioning company solutions effectively.

Senior Customer Service Executive

iEnergizer | May 2016 – Jul 2017

- ❖ Managed customer queries related to **sales, payments, and product availability**, ensuring a seamless resolution process.
- ❖ Handled **order fulfilment and report management**, escalating issues to higher authorities when necessary.
- ❖ Collaborated with **managers, team leaders, and logistics teams** to ensure accurate communication regarding orders and deliveries.
- ❖ Promoted **upselling and cross-selling** of mobile devices, tablets, and phone service plans, contributing to revenue growth.
- ❖ Provided **real-time customer support via chat**, effectively resolving complaints and enhancing customer satisfaction.
- ❖ Delivered **sales support services** while maintaining high levels of customer retention and engagement.
- ❖ Optimized **resource allocation** to ensure peak performance and operational efficiency.
- ❖ Designed and implemented **customer service policies, workflows, and process improvements** to bridge service gaps and enhance efficiency.
- ❖ Led **continuous improvement initiatives**, integrating best practices into daily operations.
- ❖ Managed **customer escalations and monitored Average Handling Time (AHT)** to improve response efficiency.
- ❖ Conducted **CSAT (Customer Satisfaction) analysis**, improving service delivery while adhering to SLAs and quality benchmarks.
- ❖ Ensured **strict compliance with client SOPs and guidelines**, maintaining high-quality service standards.
- ❖ Performed **internal business performance reviews**, identifying key areas for operational enhancement.
- ❖ Monitored overall **process efficiency**, identifying improvement opportunities to maximize customer satisfaction.