

PROMITA PEW

Technical Support Specialist with 5+ years of global experience driving transformation and growth

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PROFESSIONAL PROFILE

Tech enthusiast with 5+ years of experience in AI-driven healthcare, e-commerce, and telecom. Skilled in troubleshooting, system optimization, problem-solving, and stakeholder communication. Proficient in leveraging AI tools and adapting to new technologies, thriving in diverse, remote-first environments. Committed to growth, actively advancing coding and AI expertise to excel in dynamic roles like Shopify's.

PROFESSIONAL EXPERTISE

Technical Troubleshooting	AI Tools Integration & Documentation	SaaS Environment Proficiency
Project Management	Stakeholder Management	Training & Development
Strategic Planning	Cultural Sensitivity	Growth Mindset & Adaptability
Office & Communication Tools:	Microsoft Office Suite, Google Workspace, Avaya	
CRM & ERP Systems:	Salesforce, HubSpot, SAP, MS Dynamics 365, Magento, Zendesk, Kronos	
Data & Project Management:	SQL, Power BI, Advanced Excel, Trello, Microsoft Project	
Coding, Networking & Security	Beginner knowledge of GitHub, HTML, HTTP, DNS, Rest API (proactively learning)	

PROFESSIONAL HIGHLIGHTS

Technical Support Specialist – AT&T US

Feb 2024 – Present

[Sutherland Global](#) | Windsor, ON

Company: Leading provider of digital transformation solutions, Delivery Center: 120+, workforce: 60,000+

Role: Provided advanced technical support for AT&T Internet Products and Services (Smart TV, IPTV, Broadband, Phone) by diagnosing and resolving complex hardware/software issues, managing knowledge databases, and delivering tailored solutions to diverse client needs.

Key achievements:

- Managed 50–60 daily customer interactions, achieving a 90% first-call resolution rate.
- Resolved 85% of technical cases within SLA, contributing to team efficiency.
- Maintained a 98% accuracy rate in client documentation and claims processing.
- Mentored 4 new hires, enhancing their troubleshooting and customer interaction skills.
- Streamlined workflows, boosting customer satisfaction by 20% and SLA success rates by 87%.

Digital Product & Pricing Specialist (Sales & Market Operations)

Jul 2021 – Aug 2022

[Robi Axiata Plc.](#) | Bangladesh

Company: Leading telecommunications service provider in Bangladesh, Annual Revenue = CA\$1.2B, Employees = 1800+

Function: Budget = CA\$4M, Direct Report = 9, Team = 15

Role: Spearheaded strategies to optimize product life cycles, increase internet conversions, and reduce churn. Designed data-driven campaigns, developed go-to-market plans for IoT and mobile data services, and implemented AI-powered tools to enhance operational efficiency and customer retention.

Key achievements:

- Automated workflows, reducing claims processing time and boosting efficiency by 15%.
- Leveraged AI tools (e.g., chatbots) to improve customer retention by 15%.

- Exceeded quarterly business targets by 112% through effective SLA management.
- Supervised a team of 15 to drive \$18M in incremental national revenue via targeted strategies.
- Collaborated with cross-functional teams to develop and refine workflows using AI tools, to create Chatbots like Airtel Simi, achieving a 15% increase in customer retention.

Projects:

- **Government Project:** streamlining 200+ product portfolios to 50, increasing efficiency, and competitiveness.
- **Subscriber Biometric Verification System (BVS):** Ensured data migration, and seamless commercial launch.

E-Commerce Officer (Sales & Marketing)

Apr 2020 - Jun 2021

BRAC - Aarong | Bangladesh

Company: The largest Ethical Lifestyle Retailer, Annual Revenue: CA\$587M, Customers: 58.7M, Employees: 1,600+

Role: Optimized Aarong's online store by driving e-commerce operations, implementing effective product strategies, and coordinating cross-functional teams to enhance the digital customer experience. Utilized data insights to improve site performance, conversion rates, and customer satisfaction while executing high-impact marketing campaigns.

Key achievements:

- Troubleshoot technical issues promptly, ensuring seamless e-commerce operations and user satisfaction.
- Improved conversion rates, reduced cart abandonment through data-driven strategies using Google Analytics.
- Expanded the knowledge base with product FAQs, enabling customers to find quick and accurate solutions.
- Monitored e-commerce trends to enhance Magento features, driving growth and improved functionality.
- Optimized e-commerce site to minimize out of stock situation by connecting suppliers in real time.
- Utilized Magento to manage product catalogs, pricing strategies, and online promotions, while leveraging ADMS and EBIS to streamline backend operations, including inventory synchronization and order fulfillment.

Projects:

- **Aarong US Website Launch:** Delivered a global site for a seamless shopping experience for US customers.
- **Seasonal Campaigns:** Eid-ul-Azha, Falgun, Pahela Baishakh - boosting traffic and sales during peak periods.

Business Development Executive (Growth & Marketing)

Oct 2018 - Mar 2020

BRAC - Mayalogy Ltd | Bangladesh

Company: AI-based Healthcare Startup App (MAYA APA), Annual Revenue: CA\$2.2M, Users: 8M+, Employees: 50+

Role: Led BGMEA-Maya partnership projects to deliver AI-powered healthcare services to 8M factory workers, collaborating with strategic partners like Marks & Spencer, Primark, BRAC, and Unilever. Designed and executed growth initiatives, negotiated international expansion deals and mobilized a team to drive user acquisition and implement partnership campaigns.

Key achievements:

- Delivered AI healthcare app, exceeding sales targets by 20% and maintaining a 95% client satisfaction rate.
- Improved user engagement by analyzing behavior using Mixpanel, Google Analytics, and Metabase.
- Collaborated with IT & BI teams to develop AI-powered app (Maya Apa) tailored to client needs.
- Supported international expansion by assisting teams in India and Pakistan with technical integrations.
- Secured \$2.2M in seed funding for partnership projects and closed 8 local and international deals.

Projects:

- **Digital Wellbeing Centers in Gazipur:** Conceptualized and established 10 digital healthcare centers in 3 city wards, improving access to health services for factory workers and their families.

TRAINING & CERTIFICATIONS

- **Introduction to GitHub Concepts** - Datacamp (In Progress)
- **Introduction to HTML** - Datacamp (In Progress)
- **Learning REST APIs** by Morten Rand-Hendriksen - LinkedIn Learning (Planned)
- **Modern Project Management in Microsoft 365** - LinkedIn, 2024 - (project optimization and task coordination)
- **Google Data Analytics Professional** - Google, 2023 (foundational knowledge of scripting and query optimization)

ACADEMICS

- **Master of Management – Supply Chain Management** | University of Windsor, ON | 2022 – 2023
Dean's Award for Academic Excellence | Graduate Student Mentor
- **Bachelor of Business Administration – Marketing** | Jahangirnagar University, Bangladesh | 2015 – 2018