

NOOR TOUSIF

PROFESSIONAL SUMMARY

A strong minded individual with a passion to work in a reputed and dynamic organization with my adaptability of grasping and make use of my extensive knowledge and skills to meet and surpass the goals.

IT and Ed-Tech Profession with expertise of 5 years in **Business Development and Project Management** in managing multiple projects.

WORK HISTORY

Internship Completion – 3 Months

SME Consultant Associate, 08/2017 to 08/2018

Catbus Infolabs Pvt Ltd - BENGALURU, Karnataka

- Streamlined and optimized CRM operations via LeadSquared and worked on capturing leads from social media , email integration and SMS marketing.
- CRM and Sales reports generation , Led a team of 8 sales associate on process flow , Sales Pitching , LeadSquared Training , objection handling and Client Management.

Development Associate, 06/2019 to 12/2019

Think & Learn Pvt Ltd (BYJU's), BANGALORE, Karnataka

- Improved Customer Satisfaction (CSAT) by 19% and Refined lead generation Strategies , resulting in a 22% increase in qualified leads entering the funnel.
- Optimized experts to deliver support process by reducing ticketing TAT over Freshdesk by 70%.
- Enhanced ARPU by 27% through the creation and implementation of effective Upselling and cross selling strategies , in addition to spearheading triumphant Referral programs.
- Spearhead Renewals Platform as new post sales vertical on a 15,000 strong Customer base. Architected and executed GTM Strategy with net zero sales cost And adding 75L+ worth of value within 90 days.
- Got the Lead Opportunity and implemented this platform with 12 talented Professionals and led it to augeument value of 5+ CR under 100 days.

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SKILLS & CERTIFICATION

- Product knowledge & Service
- CRM , JIRA Tools
- Salesforce Consultant Uex
- Strategy and Management Skills
- Sales Funnel optimization
- Agile Methodologies
- Software as a Service (SaaS)
- My SQL
- Customer Acquisition , Retention and Renewals.

Senior Product Specialist (Renewals), 12/2019 to 03/2023

Think & Learn Pvt Ltd (BYJU's), BANGALORE, Karnataka

- Owned Complete customer journey roadmap thereby handling customer Engagement , retention ,escalation and creating top of the funnel for Byju's Two tutor model and Byju's Tution centre products – Software Applications.
- Analyzed product sales data and deployed sales process optimization strategies Across post sales leading to 2x improvement in Sales KPI's.
- Performed user acceptance testing and A/B testing to analyze user patterns.
- Designed and Documented techno-managerial cross functional business Requirements for Salesforce modules, effective communicating with development ,QA, product marketing .
- Designed and Deployed sales strategies by generating and optimized KPI's for Salesforce Dashboards.
- Led UAT testing of salesforce modules as POC from business.

Involvd in Multiple projects such as :

1. Stratergy and Management planning of UeX.
2. Testing of the New Product launched for various segment of user's such as k3 , k4-9 and k-12 Segment's.
3. Interfacing the Exisiting UeX portal with Aakash Digital platform for the user's.
4. Salesforce L&D Plannig and execution of content scripts(CRM tool)
5. Deployed platform to navigate the user's through Mentor Connect App (Andriod) along with development team to increase the number user's of chat which drives moreefficiency of business and user's connect.

EDUCATION

- Bachelor of Engineering, Electronic And Communication Engg ,
Dayananda Sagar College of Engg / VTU (2011-14)
- Diploma in Electronic &Communication,
Dayanand Sagar (2011-2014)

DISCLAIMER

I hereby affirm that the above information is accurate.

Noor Tousif