



SHEREEN HUSSAIN

Social Media Specialist

CONTACTS

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ADDRESS

Jumeirah Street, Dubai, United
Arab Emirates

EDUCATION

2014

MBA

University of Madras,
Chennai - India

- Masters
- Professional Accreditation
- Certifications
- Professional Training

2012

BACHELOR OF SCIENCE

Presidency College,
Chennai - India

- Bachelors
- With Distinction
- Ranked in 1st class

ABOUT ME

Talented Marketing specialist with 8+ years of experience. Expertise in using analytics to leverage data to develop strategies to increase company's profitability. Excellent communication skills and a proven leader in building relationships.

Enthusiastic and dedicated Communications Specialist. Excellent communication skills with extensive experience in media relations to promote organization and programs. Expert in planning and executing special events.

Accomplished with 8+ years of experience developing effective marketing campaigns. Successfully achieved company goals using performance and conversion analytics. Proven team leader with ability to promote productive marketing teams. Seeking a role as a communications strategist with a progressive organization.

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST

📍 Dubai

Vivo Communication Technology
Jun 2020 - Nov 2020

- Created marketing materials for sales meetings and trade shows for distribution to company executives for approval.
- Assessed customer needs and introduced innovative solutions for product issues.
- Created and implemented effective strategies to attract new business and reach new markets.
- Organized and negotiated media (TV, radio, print, and digital) advertising.
- Provided assistance to clients with creating social media profiles to advertise their business activities.
- Handled the digital marketing strategies for clients to meet their objectives.

SALES AND MARKETING EXECUTIVE

📍 Dubai

Huawei Technologies
Dec 2017 - May 2020

- Adjusted email content and advertising campaigns according to customer behaviors and market trends.

2009

HIGH SCHOOL DIPLOMA

Northwick Girls

Hr.Sec.School, Chennai -


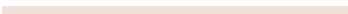





India

- Certifications
- Papers
- Classes

SKILLS

- Multitasking
- Social media trends
- Internet marketing
- CRM Systems
- Customer Service
- Social Media Marketing
- Client Relations
- Sales

LANGUAGES

- English

- Tamil

- Hindi

- Malayalam

- Telugu

- Arabic

- Urdu


- Consulted with customers and collaborated with sales representatives to increase sales and customer satisfaction.
- Developed new strategies to capitalize on opportunities, meet company goals, and increase company's growth.
- Provided support and advice to senior management by outlining new business opportunities, consolidating current practices, and solidifying relationships with new customers.
- Developed and successfully implemented various marketing campaigns.
- Improved company's customer base by emphasizing market trends and comparing competitors' prices for products.
- Improved product line processes to meet market goals and optimize profits.
- Supervised local personnel and explained company's best practices and protocols to follow to optimize productivity of unit.
- Improved sales for business by achieving the monthly target

CALL CENTER CUSTOMER SERVICE SPECIALIST Chennai - India

Aegis Limited (Vodafone Telecom)

Feb 2015 - May 2017

- Executed CRM installation for updating customer queries which resulted in filing all the customers information
- Provided policies and procedures training to (n) new employees each quarter to increase their knowledge and performance.
- Implementing quarterly audit resulted in high marks on quality assurance evaluation.
- Handled huge number of website inquiries daily and converted most of those inquiries into returning customers.
- Collected data from various sources and prepared reports on a weekly basis for management.
- Effectively responded to service emergency calls and worked efficiently even under strict deadlines.
- Collected customer information, assessed issues and determined possible solutions.
- Effectively handled all calls in phone queues, resulting in improvement over previous records.

HOBBIES

- *Photography*
- *Jewelry making*
- *Cooking*
- *Singing*
- *Dancing*
- *Craft making*
- *Travelling*

PERSONAL DETAILS

Date of birth:

Aug 24 1992

Nationality:

Indian

Marital status:

Single

CORPORATE BANKING CUSTOMER SERVICE OFFICER Chennai - India

Thinksynq Solutions pvt.ltd (ICICI loan & Insurance)

Mar 2013 - Jan 2015

- Successfully surpassed quarterly sales objectives.
- Provided exceptional service to new and long-standing customers, resolved their concerns and developed satisfactory solutions.
- Provided information on various loan products and credit options so that customers could make informed decisions.
- Maintained database for loan applications on a daily basis.
- Issued disclosures, waivers for overage and underage participants and fee waivers as appropriate.
- Worked tirelessly to resolve customers' problems to their satisfaction, which resulted in a loyal customer base and increased company's positive reputation.

TELESALES EXECUTIVE

 Chennai - India

GK Management (State Bank of India Credit cards)

Aug 2011 - Feb 2013

- Provided company with greater profitability by analyzing sales performance and feedback from customers and implementing changes to operations.
- Provided relevant product solutions and promotions that met client budgets, resulting in an expanded customer base.
- Increased customer retention and loyalty rating by introducing memorable shopping events.
- Coordinated and implemented annual events to showcase company brand products and increase public outreach.
- Built company's client base by attracting new clients, networking, and promoting products.
- Provided assistance to customers with choosing the perfect product they were looking for.
- Increased overall sales and opportunities for expansion by promoting strong relationships with clients and recognizing their operational needs.
- Closed deals by meeting with customers at their locations to answer questions and demonstrate products.
- Prospected leads, conducted cold calls, and closed deals that generated sales and revenues.

COURSES

TALLY ERP 9

SRM Infotech

Aug 2013 - Feb 2014

MICROSOFT OFFICE

SRM Infotech

May 2013 - Jul 2013

AWARDS

RECIEVED " LEGEND OF THE FIELD"

📍 Dubai

Recieved " Legend of the field" award from Huawei Technologies for consistently over achieving the given target.

RAMADAN STAR AWARD

📍 Dubai

Recived Ramadan Star Award from Huawei Technologies during the Ramadan sales campaign

HUAWEI P30 PRO STAR WINNER

📍 Dubai

Recieved Huawei P30 pro star winner award for the latest high model sales campaign