



nidaomair2223@gmail.com



+971563696057



Abu Dhabi, United Arab  
Emirates



<https://www.linkedin.com/in/nida-umair-69554b217/>

## EDUCATION

Bachelor of Science, Science  
**University Of Karachi,**  
Karachi/Pakistan  
January 2010 - January 2012

## LANGUAGES

**English**

Fluent

**Urdu**

Native

# SYEDA NIDA UMAIR

## PROFESSIONAL SUMMARY

Customer-oriented Banking Sales Professional with strong history of leading high-performance teams to meet or exceed objectives. Dedicated and hardworking with internal drive to deliver excellence. Tactical team builder with strong background in training and team development.

## WORK HISTORY

March 2024 - Current

**AAA Fair Deal Group - Relationship officer,** Abu Dhabi, United Arab Emirates

- Working with a high number of submissions with an average of 25+ submissions for credit cards monthly with Emirates Islamic.
- Educated customers about company products, services and special offers.
- Updated customers on service issues and maintained satisfaction through continued communication.
- Communicated client feedback to leadership teams and identified improvement possibilities.
- Maintained detailed knowledge of company offerings to recommend appropriate products to clients.

October 2023 - November 2023

**The Marketing Quotient - Finance Advisor,** Abu Dhabi, United Arab Emirates

- Working with a high number of submissions with an average of 30+ submissions for credit cards monthly For Afaq Islamic Finance (Credit Cards division).
- Maintained up-to-date knowledge of legislation and policy changes.
- Built and carefully managed loyal, profitable client bases.
- Updated clients on new financial products for improved investment possibilities.
- Participated in cold-calling program, converting calls to meetings and new business wins.

- Supported clients in setting clear financial goals with plans to achieve them.

July 2021 - October 2023

**Derby Group - Relationship officer**, Abu Dhabi, United Arab Emirates

- Working with a high number of submissions with an average of 30+ submissions for credit cards and with minimum 1 for personal finance for Emirates NBD.
- Educated customers about company products, services and special offers.
- Updated customers on service issues and maintained satisfaction through continued communication.
- Communicated client feedback to leadership teams and identified improvement possibilities.
- Reviewed client files to identify opportunities for cross selling.
- Kept track of current and potential clients needs to recommend new applicable products and services.
- Maintained detailed knowledge of company offerings to recommend appropriate products to clients.

July 2021 - September 2021

**Serco - Helpdesk Specialist**, Abu Dhabi, United Arab Emirates

- Carried out day-to-day duties accurately and efficiently.
- Quickly learned and applied new skills to daily tasks, improving efficiency and productivity.
- Successfully delivered on tasks within tight deadlines.
- Demonstrated respect, friendliness and willingness to help wherever needed.
- Worked in an outbound call project with average daily 15,20 calls with a duration of 20,25 minutes each call.
- Worked as a COVID-19 tracer based on the DOH guidelines, gathering all information with maximum accuracy.
- Offered friendly, efficient customer service and handled challenging situations with ease.

February 2011 - July 2013

**Ufone - Customer Relationship Officer**, Karachi, Pakistan

- Communicated client feedback to leadership teams and identified improvement possibilities.
- Maintained excellent client satisfaction by providing in-depth support.
- Resolved customer complaints following guidelines and referred complex inquiries to team leaders.
- Handled in-person, email and mailed correspondence.

- Kept records of all contact with clients using CRM system.
- Answered 300+ telephone calls per day with 90%+ average call quality professionalism.
- Educated customers about company products, services and special offers.
- Nurtured positive customer relationships to increase satisfaction and loyalty.

July 2009 - December 2009

**Telenor - Customer Relations Officer**, Abu Dhabi, United Arab Emirates

- Updated customers on service issues and maintained satisfaction through continued communication.
- Answered 300+ telephone calls per day with professionalism and above 95% average call quality scores.
- Maintained excellent client satisfaction by providing in-depth support.
- Implemented customer follow up to uphold service standards.
- Promoted new and updated services to increase customer retention.
- Used multiple customer relationship management software to record detailed notes.
- Recorded information about inquiries and complaints within internal database.

---

## SKILLS

- |                                    |                           |
|------------------------------------|---------------------------|
| • Client communication             | • Effective Communication |
| • Inter-departmental collaboration | • Relationship Building   |
| • General sales administration     | • Time Management         |
| • Cross-sell strategies            | • Objection Handling      |
| • Customer Experience              | • Problem Solving         |
| • After Sales Services             | • Direct/Indirect Sales   |
| • Product Knowledge                | • Cross-Sell Selling      |

---

## HOBBIES AND INTEREST

- Interior Designing
  - Travelling
  - Arts & Crafts
-